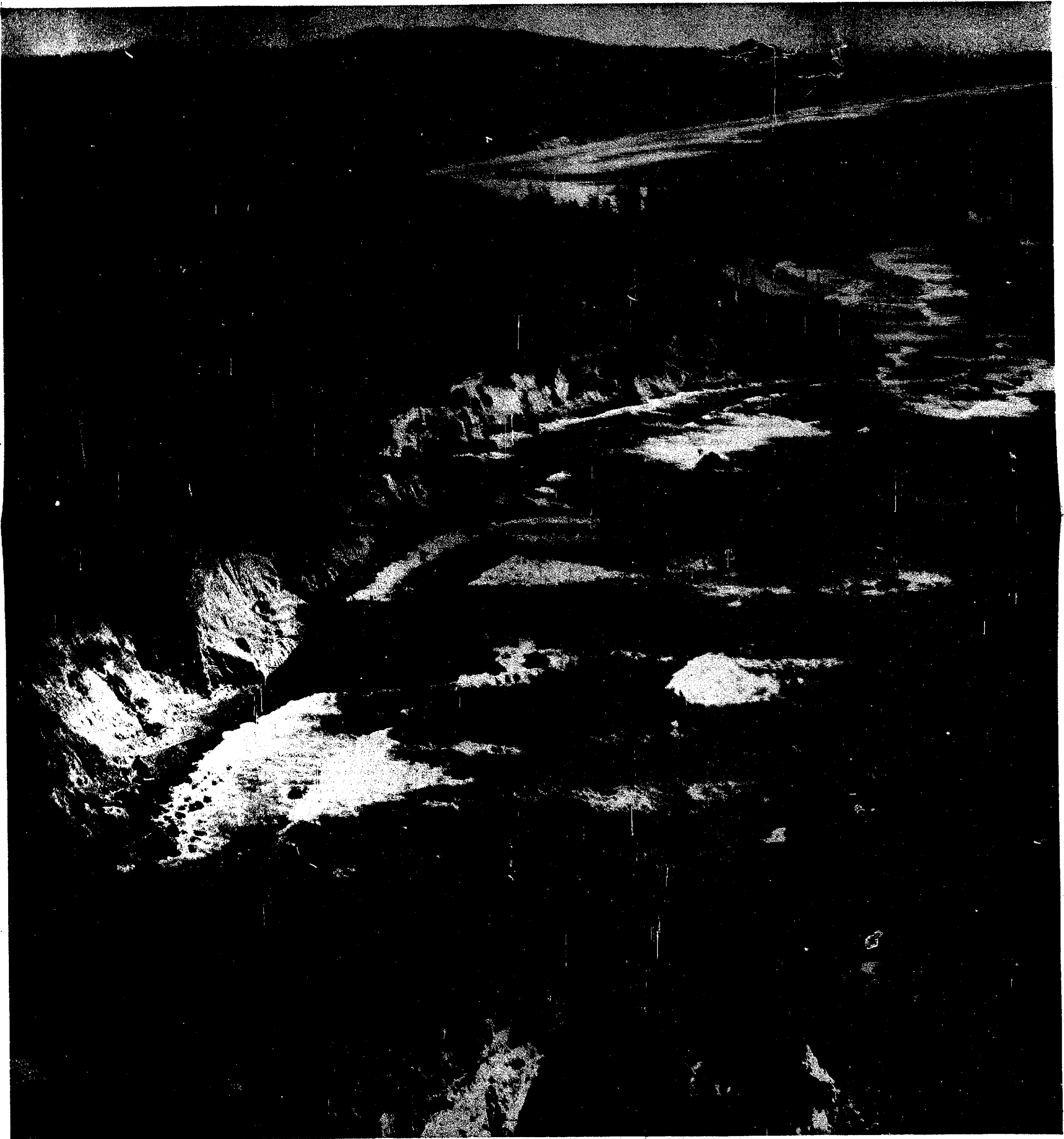


Press-Telegram
Southland

LONG BEACH, CALIFORNIA, SUNDAY, MARCH 5, 1950

MAGAZINE
Section



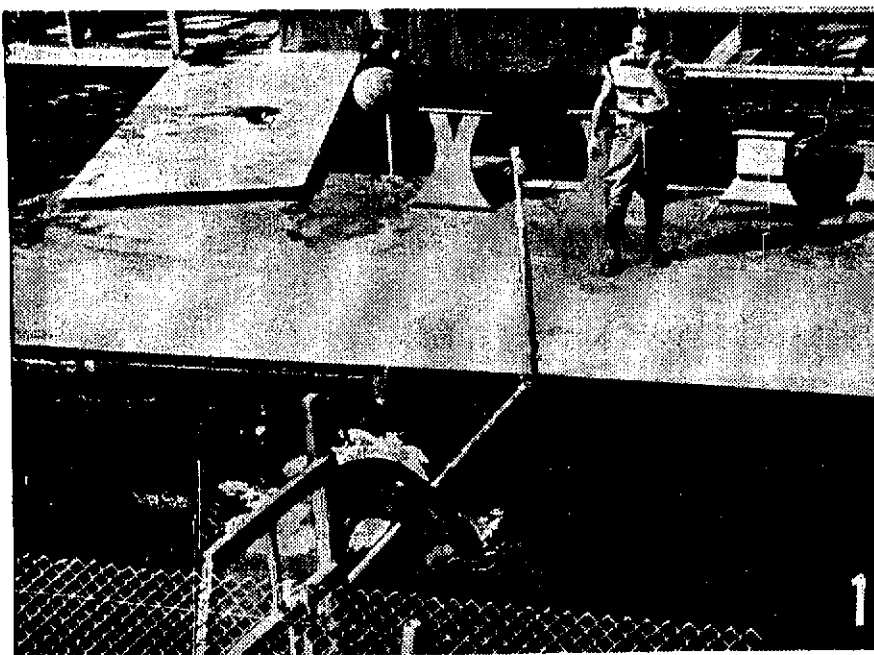
PACIFIC COASTLINE

—Union Pacific Railroad Photo.
Scenic beauty of the Pacific Coastline is unexcelled anywhere in the world. As an example, here is a view from Otter Crest State Park looking along the spectacular Oregon Coast.

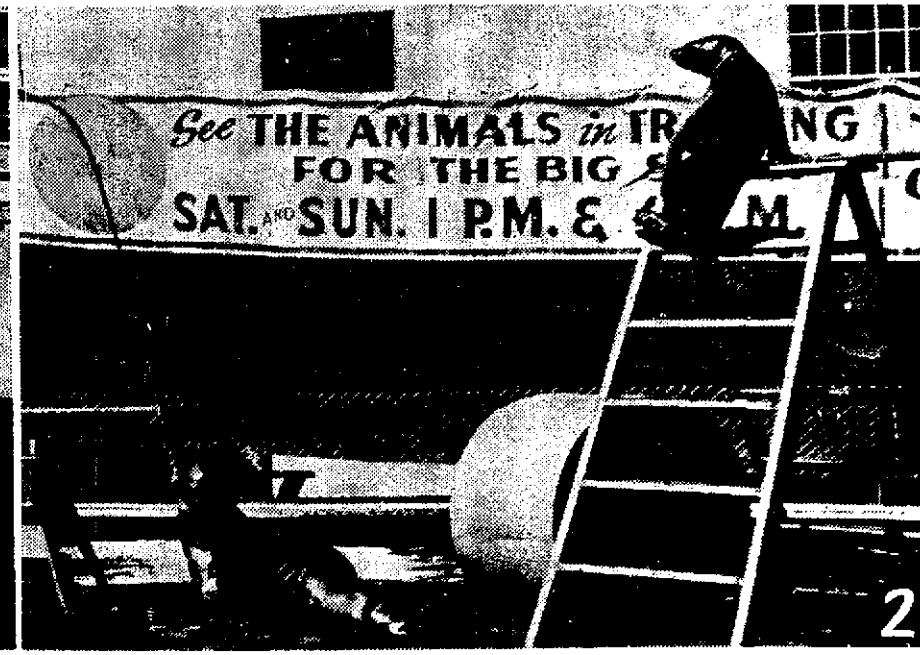
Seal Antics

Pictures and captions by Tamara Andreeva

Seals go to school in Hermosa Beach! One of the world's few institutions for seal learning is located in that city, teaching the clowning little creatures of the sea how to perform for circus and sideshow patrons. Homer Snow, a widely-known trainer, puts the seals through their academic paces for six months to a year before they are ready to graduate. Like human beings, some seals are talented; others are backward and have to be pushed back to third grade until their I. Q. improves. Lots of patience is required to teach a seal to say "Mam-ma" but Snow has the temperament to do it. His seals play water polo, climb ladders and dive from a 60-foot-high tower. A seal, ready for his sheepskin, is valued at approximately \$5000. The California sea lion is the most intelligent of the sea denizens suited to training. Harbor seals or "leopard" seals, which look quite a bit like floating Schmoos, can be tamed but are dim-witted. However, sea lions have no monopoly at the school. Snow trains pelicans and penguins, too.



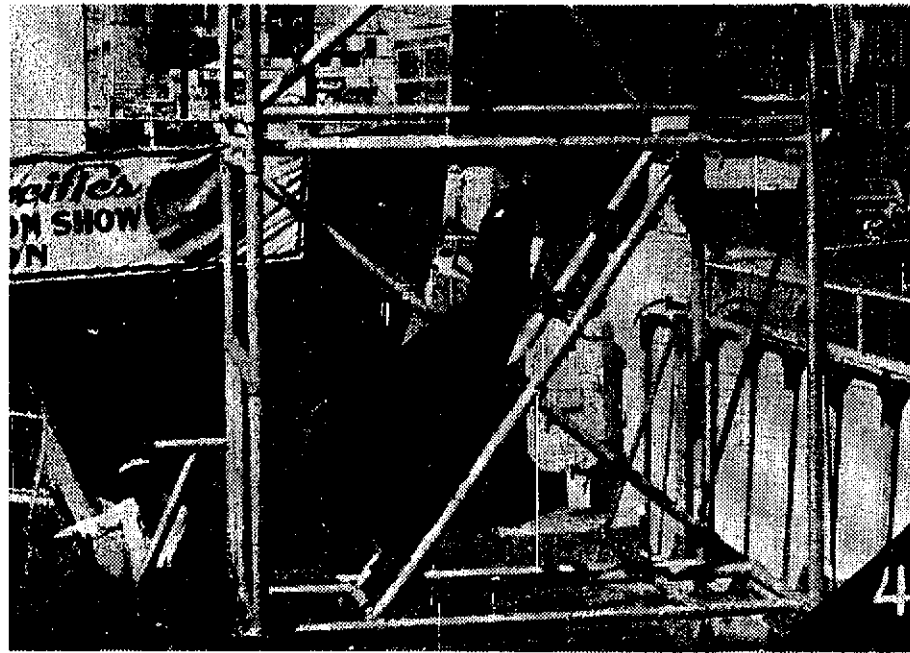
Snow's seals sound klaxons, beat drums and do many other stunts. Here, little Mortimer learns to hurdle in lesson in water polo.



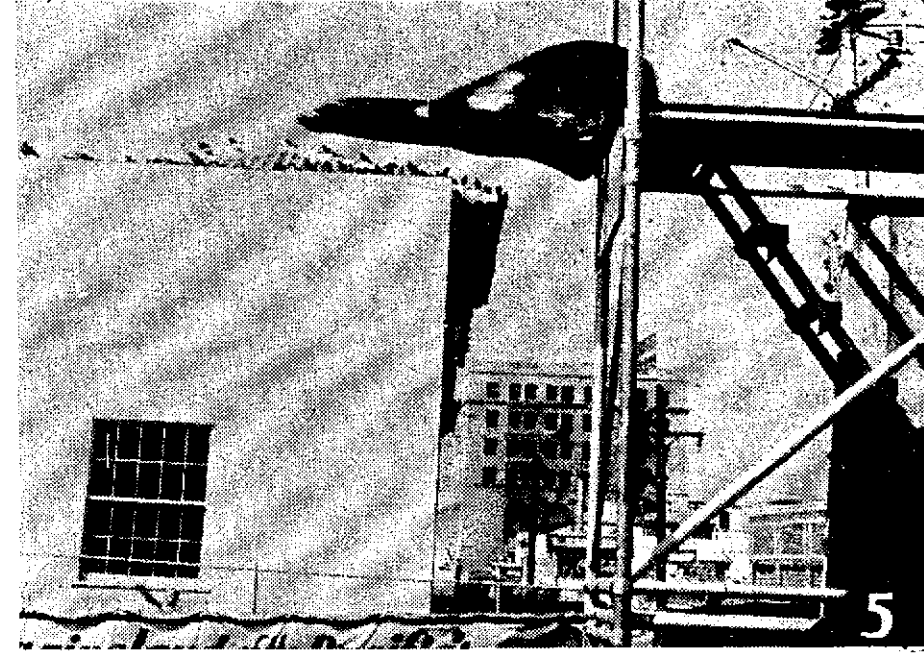
Little Mortimer does an ad lib act: He climbed the ladder in a jiffy without being urged. He was just imitating other seals in school.



Sandy is the temperamental prima donna of Snow's school: has to be urged to perform. But Sandy can talk, count and do a high dive.



The high-diving seal is a feature performer and draws all eyes when scooting up the ladder. And here goes Sandy to his perch.



This is the tense moment. Sandy pauses for an instant—then dives from the platform into the tank to the great delight of onlookers.



—Universal Pictures Co., Inc., Photo.

Alan Ladd rides at his 25-acre stock farm in Hidden Valley, which is situated north of San Fernando Valley.

Hidden Valley of the Stars

By Marion Simms

HIDDEN VALLEY, a fertile region of sloping meadows not far from Hollywood in San Fernando Valley, is the home of many film people and the grazing ground for some famous horses.

Reached by following El Camino Real, road of the early padres, then turning through a narrow pass, the mountain-enclosed valley of oaks and walnut trees is a restful hideaway for the stars between film chores.

Here, for many years, Maria Joritz, the opera star, kept the four white horses which bore the royal brand of the Austrian Hapsburgs and which were presented to her by the imperial family when she sang in Vienna. These are of the line bred for 300 years for the stables of Austria's royalty.

Magnificent country estates are owned by Alan Ladd, who raises horses there; Sonny Tufts, Jack Holt, Fredric March, Yvonne de Carlo and Will Hays. John Cromwell, the director, has six valuable horses on his estate.

George Brent has been a long-time resident of Hidden

Valley, where his stables hold 40 thoroughbred horses, including a valuable French importation, Royal Oaks, the farm of John McMahan, Southern California furniture dealer, represents more than a half million dollar investment. Writer William Hazlitt Brennan lives

there, too.

Adjoining Hidden Valley lies Lake Sherwood and Sherwood Forest, a beautiful region sometimes used for location scenes by film producers. The land got its name in 1922, when Douglas Fairbanks Sr. made "Robin Hood" there. It

is said to be reminiscent of Sherwood Forest in Nottinghamshire, England, scene of the Robin Hood legend. Parts of all the Tarzan pictures have been filmed there.

The Hidden Valley-Sherwood Forest acreage originally was Indian camping grounds. Relics of these primitive dwellers are still turned up in plowing and well engineering—clay utensils, arrow heads and ornaments.

IT'S AN ANTIQUE

Jug and Jardiniere

By Mary Lou Zehms

IN ENGLAND there is one name which expresses the greatest heights which English pottery has ever reached and that is Wedgwood. It was by patience, energy and perseverance that Josiah Wedgwood accomplished the amount and quality of the work he did, and built for himself an enduring fame. He was

born in 1730, the youngest of a family of 13 children. All adult family members were potters at Burslem.

After renting several pottery works when he became of age, and after serving his apprenticeship, he settled at the Bell House Works. Here he made his finest pieces, gaining distinction both in England and on the Continent.

One of the great inventions by Wedgwood was what he eventually called Jasper ware. In 1773 he published his first catalogue, and in the last catalogue, published in 1787, this ware had arrived at its greatest perfection. This is what it specifies: "Jasper, a white porcelain bisque of exquisite beauty and delicacy, possessing the general qualities of the basalt, together with that of receiving colours through its whole substance, in a manner which no other body, ancient or modern, has been known to do. This renders it peculiarly fit for cameos, portraits and all subjects in bas-relief, as the ground may be made of any colour throughout without paint or enamel, and the raised figures are the pure white."

The Wedgwood jardiniere and jug in rich blue with white relief illustrated here show the fine details in the raised work for which Wedgwood is famous. They are in a Long Beach antique store.

THERE are some details which every collector should know and which should be noted carefully in every piece of this basalt before purchasing, for there were quantities of counterfeits put on the market.

The relief part of Wedgwood is, without exception, per-

fect. By using a microscope one finds perfection, not defects. Each tiny finger and toe, even the plumage of birds, are all distinct and perfect. In Wedgwood, the modeler's tool has undercut each line and the relief stands out sharp and distinct from the plane. Many fine specimens are not undercut, but they are carefully finished on the edges. Those which lack undercutting are to be regarded with a suspicion, as it is doubtful if they were made prior to 1795.

Another thing to remember is that almost every piece of old Wedgwood bears his mark. Those which are unmarked are trial pieces and extremely rare. The name Wedgwood is frequently impressed in small capitals which vary from 1/32 to 1/4 of an inch in height. On the small pieces this lettering is minute to the point of making a magnifier necessary.

WEDGWOOD was also famous for his cream ware. The joining of the pat-



—Paramount Photo by Malcolm Bellch.

Picturesque beauty and fertile lands of Hidden Valley have drawn many stars, like Yvonne de Carlo (above).

terns never shows and the color on the same plane does not vary unless it is designed to. As an example of the true artist that he was, he even cut out his models first on paper, modeling most of the trial pieces himself. These were so perfect in detail that his plates and bowls "nest" exactly to proportion and even the most common jug or wash basin was moulded to be accurate in its lines, good in form and perfect for pouring.

In this same cream ware Wedgwood made watering pots, milk pans, slabs and tiles for dairies. After working on the ware himself and its decoration, Wedgwood then turned his attention to shapes. Great

improvements are noted in the forms of common objects. Wedgwood's taste and artistic sense were so strong that even silversmiths followed his models along with members of his own craft. In all of the long career of this prince of potters, he took a patent just once and that was only for an unimportant decorative purpose in the year 1769.

No one can help admiring the great spirit of this man whose ambition was to excel in whatever he undertook.



Famed Wedgwood ware is pictured here in a jardiniere and a jug, made in blue basalt, white relief.

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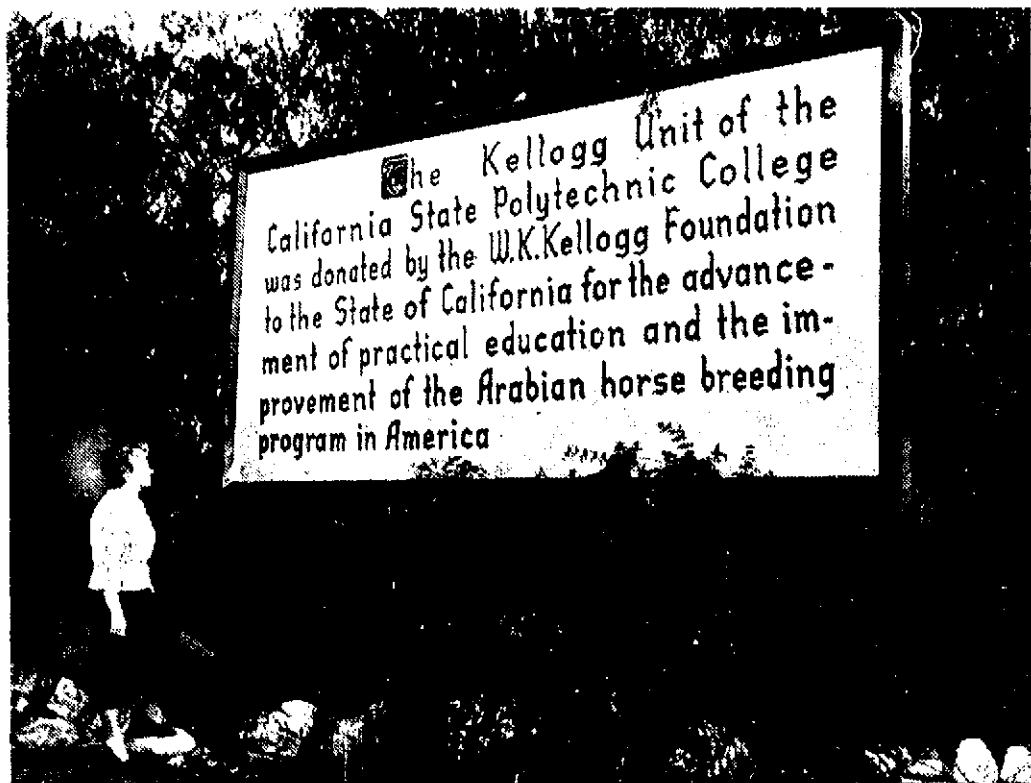
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PACIFIC SUNDAY MAGAZINES

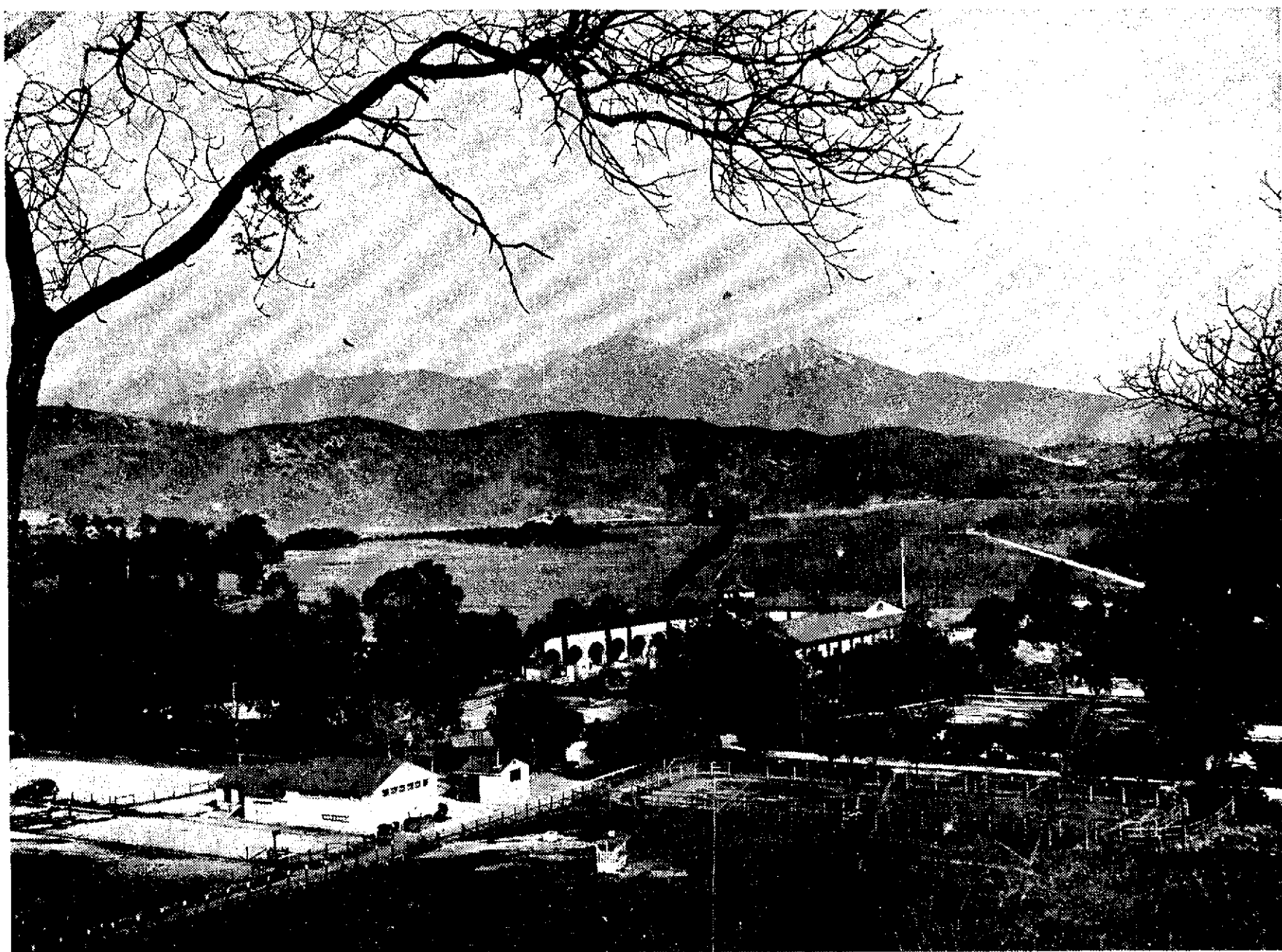
FRED TAYLOR KRAFT,
Magazine Editor

Arabian Horse Ranch

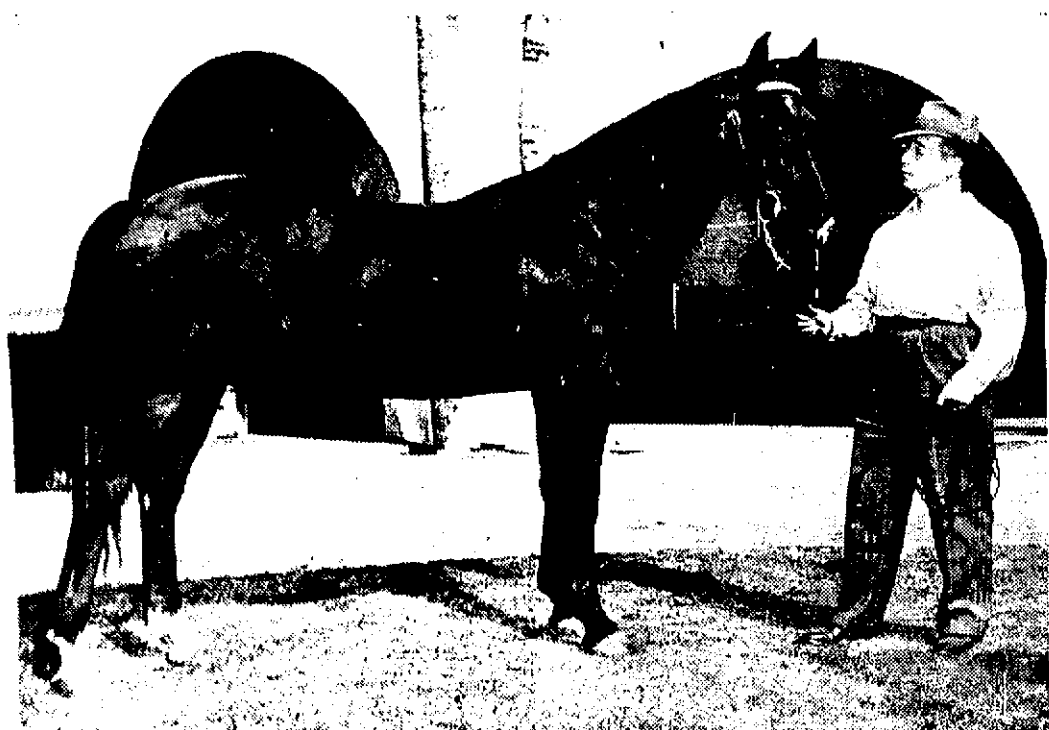
Kellogg Arabian horse shows will be resumed at Kellogg Ranch near Pomona on March 12 under the management of the California State Polytechnic College. Since establishment of the shows in 1925, more than 250,000 persons have visited the ranch to see the beautiful and spirited horses. The shows were halted in 1948. The ranch will be used to expand the college facilities.



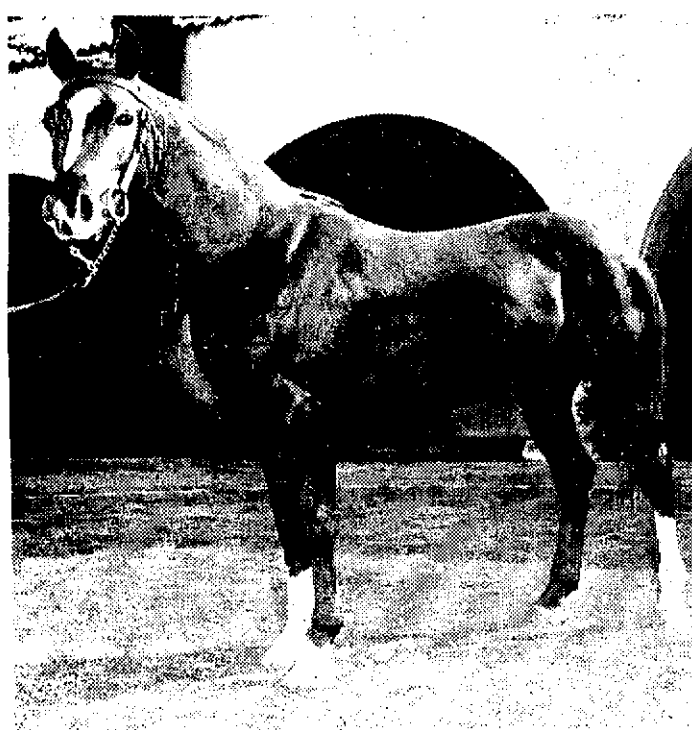
Founded by a wealthy food products maker, Kellogg Ranch is now a college unit. Its aims are told on this sign viewed by visitors.



Here is a view of the Kellogg Ranch from a nearby hilltop. Big barn is in the center middleground and the show ring is in trees, center left. Ranch is located near Garvey Blvd. close to and west of Pomona.



Bataan, eight-year-old stockhorse, winner in three Arabian shows in two years, is held by Charley B. Team, superintendent of the ranch.



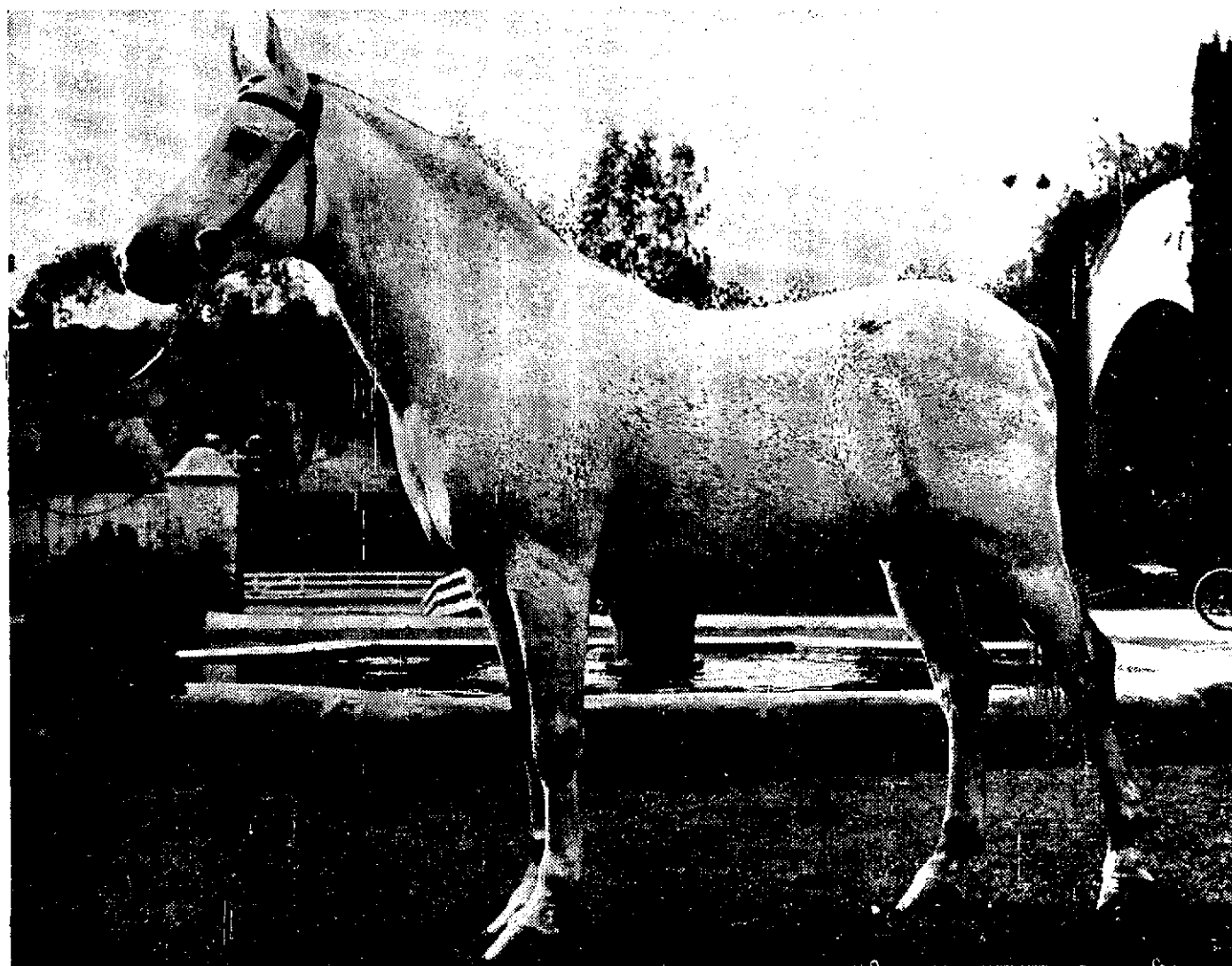
Jezayat is a four-year-old stallion being trained for competition as a stock horse.



The beautiful horses always draw a crowd. Two 50-minute shows will be offered at 2:00 and 3:30 p. m. each Sunday until May 28.



Sturdy, healthy, intelligent animals—these are two-year-old Arabian horses. The Kellogg Ranch has long been famed as a center of breeding and training of fine Arabian horses.



Alyf, 12-year-old senior stallion of the Kellogg Ranch, is undefeated as a fine harness horse. The ranch will present 16 acts featuring top U. S. Arabian blooded stock in U. S.

—Photos by H. S. Melvin.

Speaking of Figures..

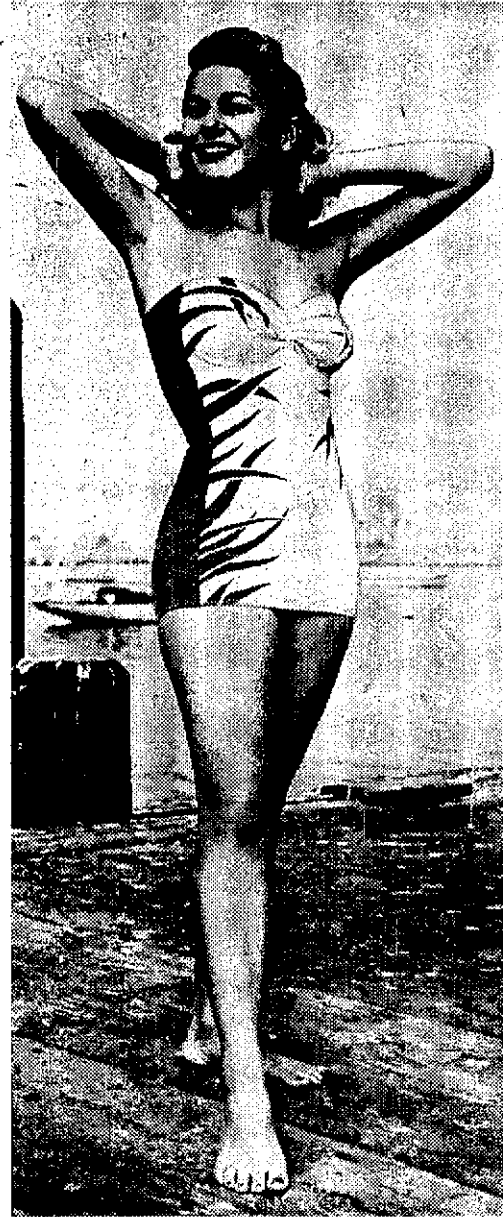
With income tax deadline just around the corner, there is a lot of talk about figures. There's talk of other figures, too, what with sunny beach days drawing near.



California eye-catchers are these—and small wonder, a bra designer has turned to sportswear. Modern Aire creates the incredible in flattering uplift bra construction for swim-or-sun suits which defies gravity and free exercise. Fabric is textured-surface pebble cotton.



Nylon velvet and a plunging neckline in an exciting new Catalina swim suit with shirred lastex sides and back. Neckline dip-depth can be controlled by a zipper. Can be worn strapless, dries quickly.



South Seas magic is achieved in a one-piece Catalina swim suit, hand-printed with the leaves of the tropical ginger grass. Shoulder straps are detachable; bra has personalized center adjustment.



A shining example of a smart California fashion is this lustrous nylon satin Lastex suit designed by Maurice Handler. This style is a perfect choice to combine figure-flattery and swimming ease.



A pretty feminine two-piece Catalina swimsuit has V-yoke trunks and bra detailed with gathers. It is made in a feather-light taffeta lastex. There's plenty of high style for the beach here!

Keeping Short Bob Neat

By Alicia Hart



This girl has a new protein permanent wave which helps to keep her short bob neatly curled, soft and shining.

KEEPING a short bob neat, shining and soft poses a problem for women who rely on permanent waves for their curls. Too-frequent permanents are apt to leave hair dry, dull and difficult to manage. Attempts to do without the permanent's help means trying to coax straight, fine hair into springy curls by nightly pin-curling which is not always successful.

The latest development in permanent waving designed to help discipline a short bob is a permanent which supplies the hair protein ordinarily removed by the waving process, according to chemists who developed it. The process is said to infuse the protein into the hair shaft to counteract dryness.

Other benefits claimed by the developers are a longer-lasting wave, fewer split ends, less hair breakage and more elasticity. This often means curls which will look as soft and springy as natural ringlets and be as easy to brush into place.



This picture, taken by Robert Hartmann, Long Beach, has won two first prizes in print competitions.

Camera ANGLE

By The Shutterbug

ARE YOU neglecting your picture-taking activities and waiting for snap-shooting opportunities that will come with spring? If so, it is time to remind you how easy it is to take daylight pictures right in the house. Wherever a window offers a fairly unobstructed view of the sky, you'll find beautiful light flooding into the room. Add a little light to the shadows, set your camera for the proper exposure, and you'll be all set to keep that family album right up to date—regardless of the weather. Here's how to do it.

First, place your subject about three feet or so from the window that you have chosen. Have the person turn his head slightly from one side to the other until you determine the position where the light is the most pleasing. Next, study the shadows. If they look awfully dark when you squint at your subject, you'll have to brighten them, too. You can use a piece of white cardboard or a sheet draped over a chair to catch some of the light from the window and direct it back into the deep shadows of the face.

Sometimes, however, light from other windows or reflected from other walls will be all you need for a fill-in light. You can also use a hundred-watt bulb or a photoflood bulb in a simple reflector. This light should not overpower the light from outside, but should be strong enough to reveal considerable detail in the shadow areas.

Next, focus your camera and adjust the lens and diaphragm for correct exposure. This exposure will depend, of course, upon the strength of the light reaching the subject. If the subject is sitting in the direct rays of the sun, a snapshot ex-

posure can be made. Normally, however, a somewhat longer exposure will be necessary. With the simpler types of cameras, a short time exposure of from one to four seconds will usually suffice. With the adjustable types, try about 1/5 or 1/10 of a second at f6.3. With the fast "pan" films, you can, of course, cut these exposures right in half.

And, finally, take your picture. The results, I feel certain, will really surprise and please you. Furthermore, you'll find that, regardless of the season, it's fun to make pictures right in the familiar interior of your own home.

THE ACCOMPANYING pictorial print of the water rushes, so beautiful in its simplicity, was made by Robert Hartmann of 125-D Euclid Ave., Long Beach.

Winner of the first prize in the Long Beach Camera Guild's recent print competition, it was then entered in the Southern California Council of Camera Clubs monthly contest where it received the coveted first award.

Hartmann is a student in the adult education photography class instructed by Mr. Frank Lindgren at Polytechnic High School.

Using a Uniflex camera, Hartmann exposed this shot at 1/25 second at f8 on Plus X film with an "A" filter. The film was developed in Microdol for 16 minutes at 68 degrees. The print was made on Varigam paper with a No. 10 filter and developed in Dektol (2:1) 2 minutes.

IF YOU are the owner of a Kodak Reflex 1 and want to increase the ground glass brightness for better focusing

(Continued on Page 10.)

From Rags to Rugs

By Thelma Shull

ALL THE colors of the rainbow have been brought together and deftly mixed in the beautiful crocheted rugs on the living room floor in the home of Mr. and Mrs. Roy Miller, 114 Ocean Ave., Seal Beach.

The rugs were made by Nellie B. Pulford, 3216 Alta Vista Walk, Los Angeles, Mrs. Miller's sister, who proved that necessity is the mother of invention, in rug making as in anything else. Ten years ago, when she first decided to make crocheted rugs, she had little wool material available but she looked over the numerous discarded rayon and silk dresses that she and her friends had on hand, and decided to make the rugs from silk. To provide strength and long wearing qualities, she added silk stockings and crocheted the two strands together.

The silk pieces are so bright and colorful that dying them is unnecessary. The silk hose, mostly in tones of browns and grays, provide a contrast that enhances the brightness of the brilliant reds, the deep blues and the sunny yellows. Exactly 100 dresses were used to make the two large rugs in Mrs. Miller's living room.

It is best to gather a large part of the material needed before starting work on a rug. Mrs. Pulford says that this enables one to plan the colors and arrange them in a sequence that is best suited to the room in which the rug will be used.

THE DRESSES are first washed and dried, and then cut lengthwise of the material in strips about one-inch wide. The width varies slightly, being more or less than one inch, depending on the thickness of the material. Mrs. Pulford always cuts the material she uses instead of tearing it, because torn strips unravel easily and leave frayed edges on the rug.

The hose also are washed and dried thoroughly before using. The top hem is cut off. The remainder is cut round and round, starting somewhat diagonally, so that continuous cutting is possible the entire length of the stocking. This is about three-fourth of an inch in width and as long as the hose makes possible. The hem may be used if one wishes, but should be cut separately because it is a little heavier and is used with the thinner materials.

After being cut, the material is wound in balls, the stockings on one ball, the dresses on another. When crocheting, both materials are used on the hook together. The crochet hook is usually the largest one available at the fancy-goods counters. Mrs. Pulford uses a

wooden hook, but some crocheters prefer metal hooks which do not break.

TO START the rug, Mrs. Pulford makes a simple chain-stitch. The length of this first chain depends on the approximate size desired in the finished rug. A rug that is to be 3x6, 6x9, or 9x12 feet requires a three-foot chain stitch in the center. The width is subtracted from the length and to determine the length for the first or center chain. An 8x10

rug requires a two-foot basic center length. The shorter the center, the more nearly round will be the rug. Round rugs are more difficult to start than oval rugs but are beautiful. The rugs are crocheted with the simple slip stitch, the one every beginner learns first in crocheting.

It pays to look over the old silk and rayon dresses on hand and visualize them in a beautiful, usable rug. Discarded materials change miraculously into rugs that are beautiful in color, interesting in texture, and useful for many years.



Crocheting rugs is a specialty with Nellie B. Pulford, who is pictured above converting rags into rug beauty.



This interior view in the home of Mrs. Roy Miller of Seal Beach shows how rug blends with decor.

Press-Telegram Southland Magazine

Skiles 1950 Perm

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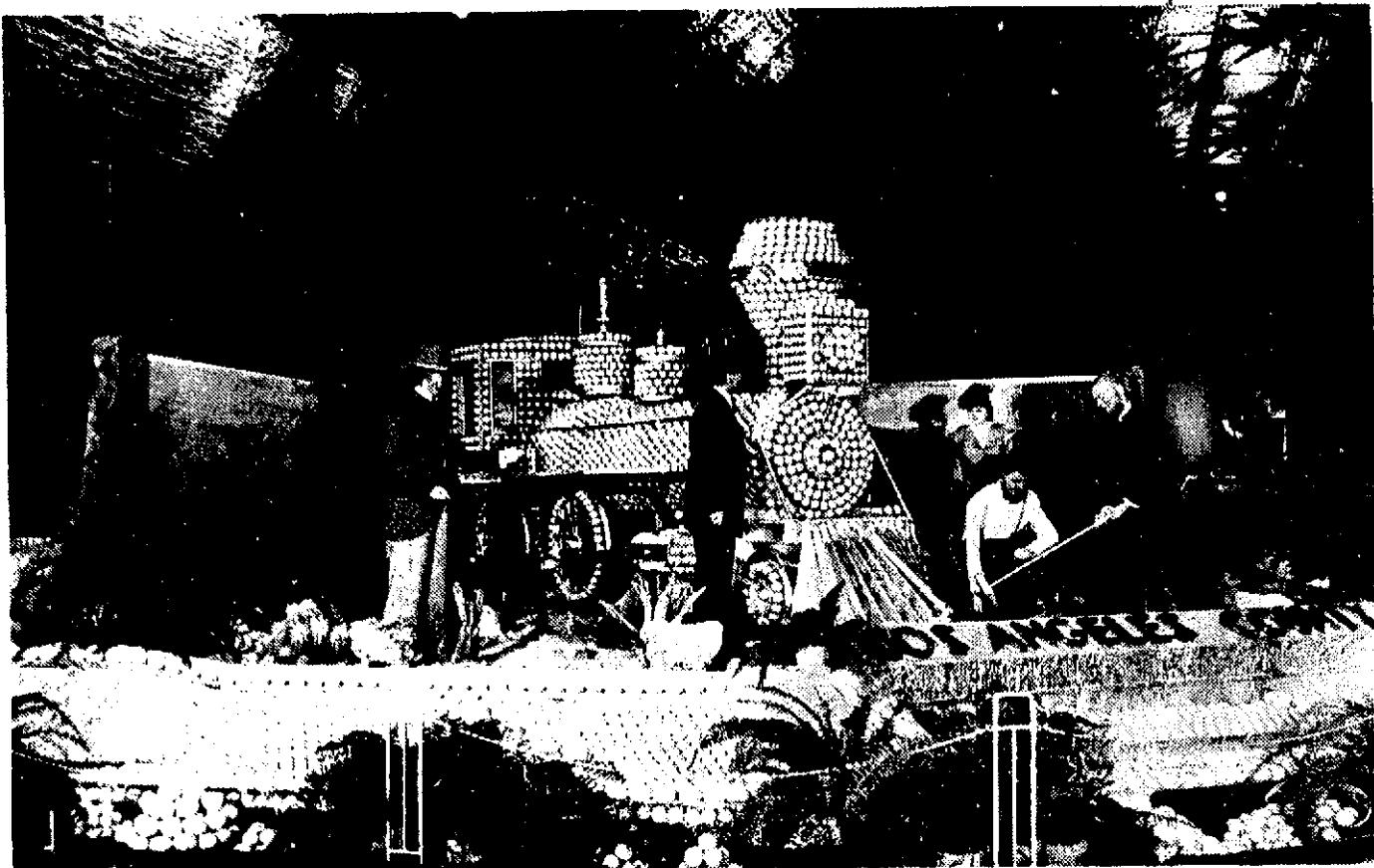
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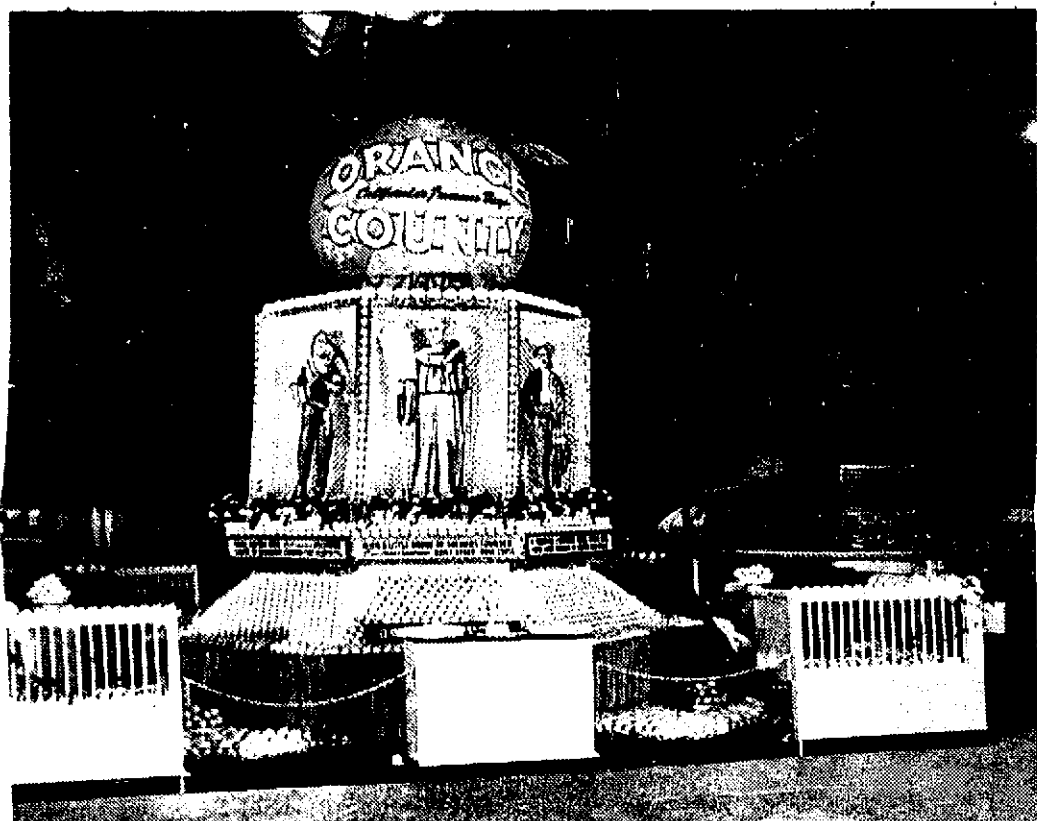
Where Citrus Is King



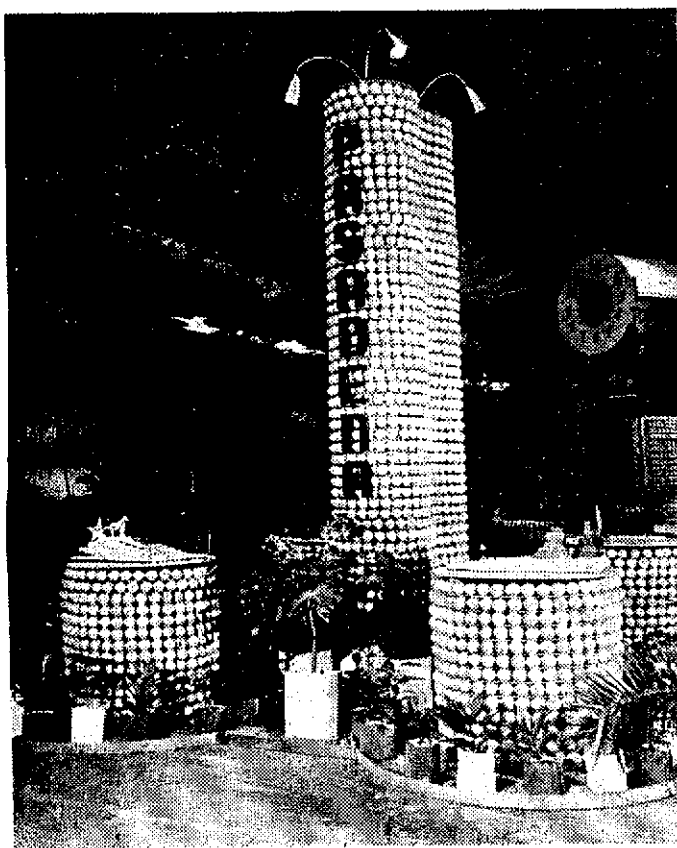
The National Orange Show at San Bernardino is far-famed. Here, L. A. County portrayed driving the silver spike marking the completion of the Los Angeles-San Francisco rail link.



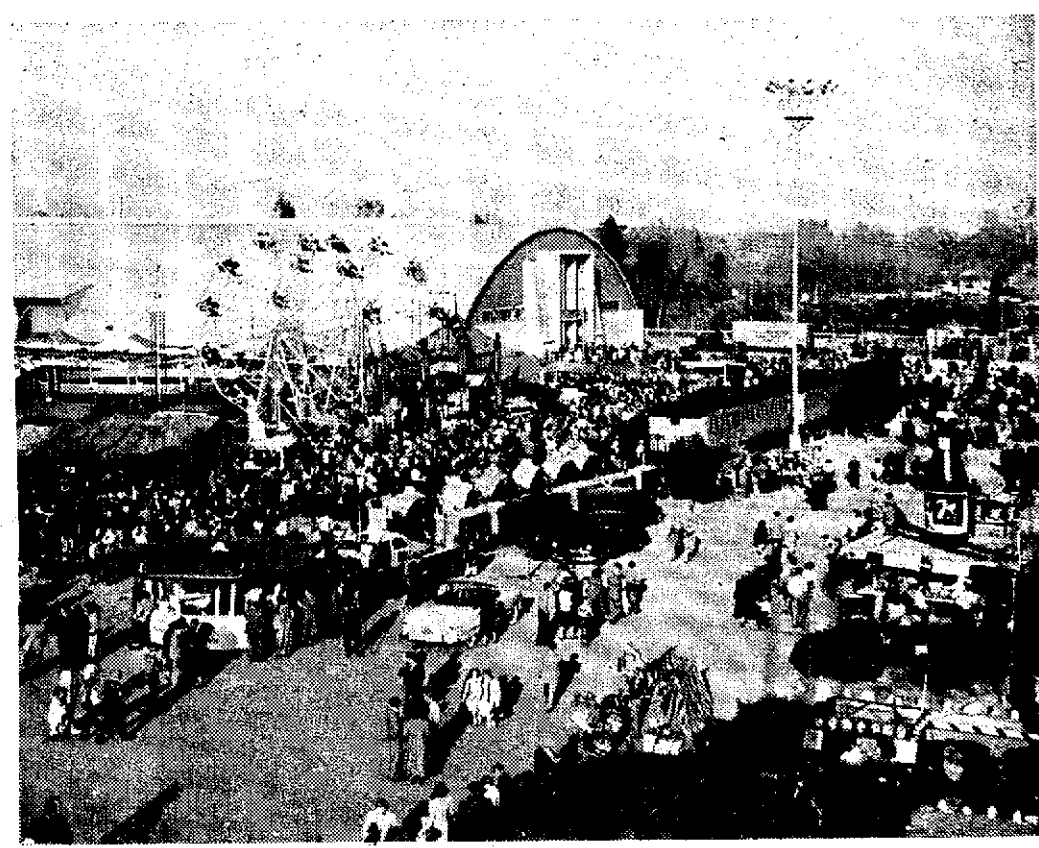
A near-capacity throng of 16,000 views the stage program in the Ralph E. Swing auditorium at the Orange Show. The structure is one of the largest of its type in the west.



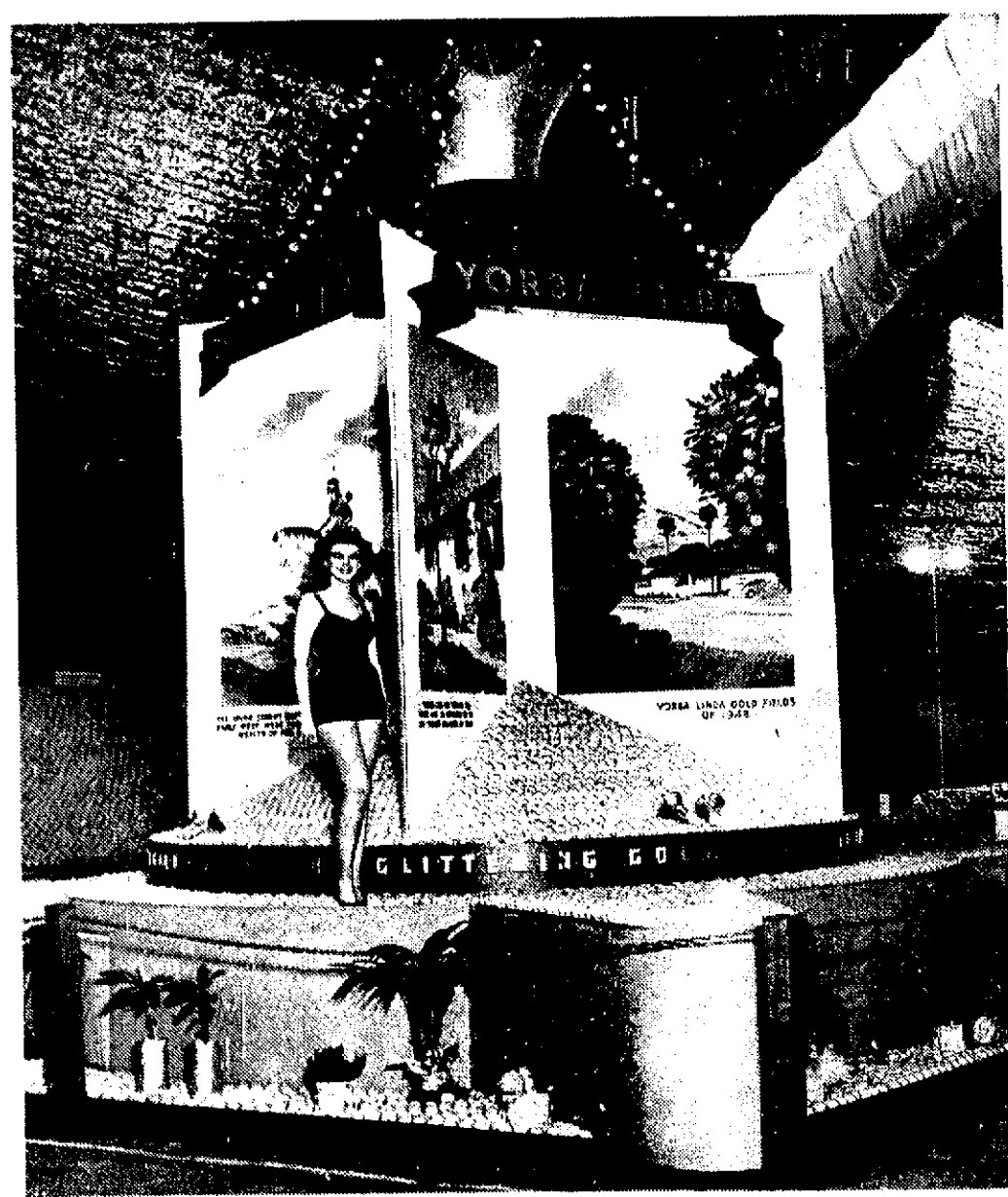
Father Junipero Serra and other figures of Orange County's colorful history are depicted in a display typical of the feature exhibits.



Like a tower of gold, Pasadena's exhibit in 1949 rose to ceiling of huge building.

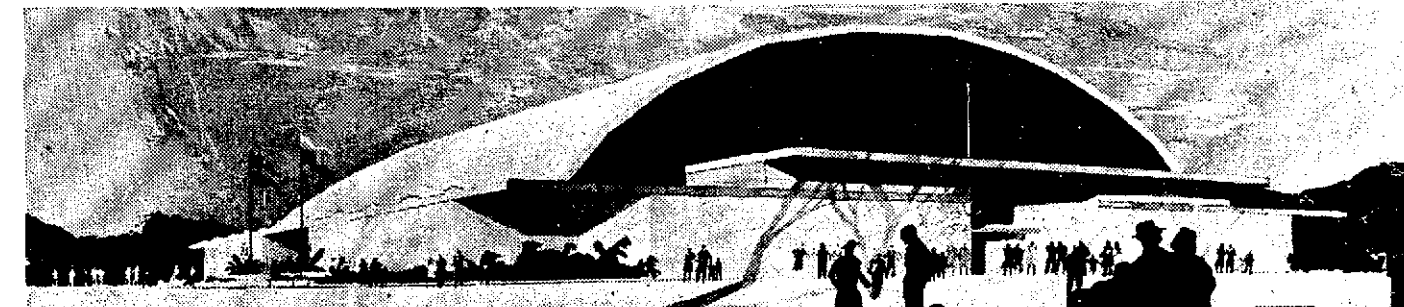
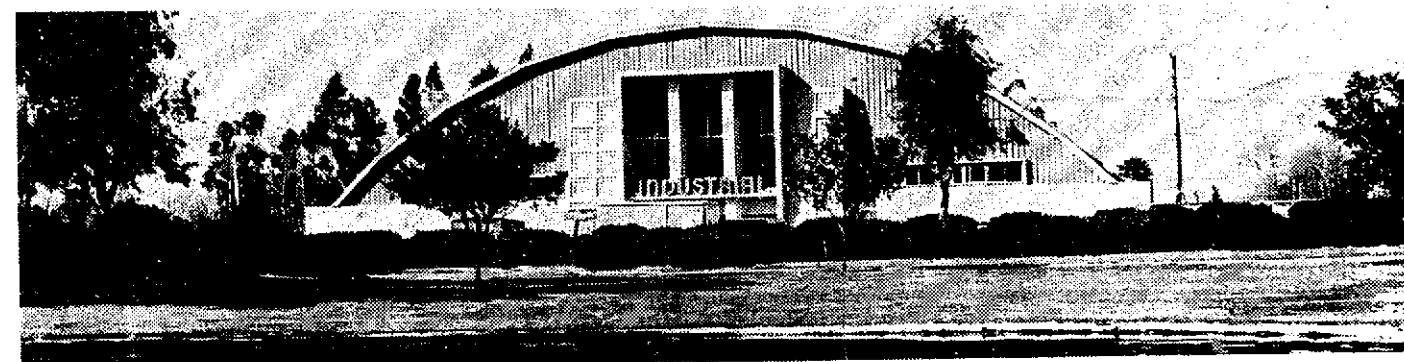


A typical week day crowd throngs grounds of the National Orange Show. Midway attractions add their carnival theme to the show.

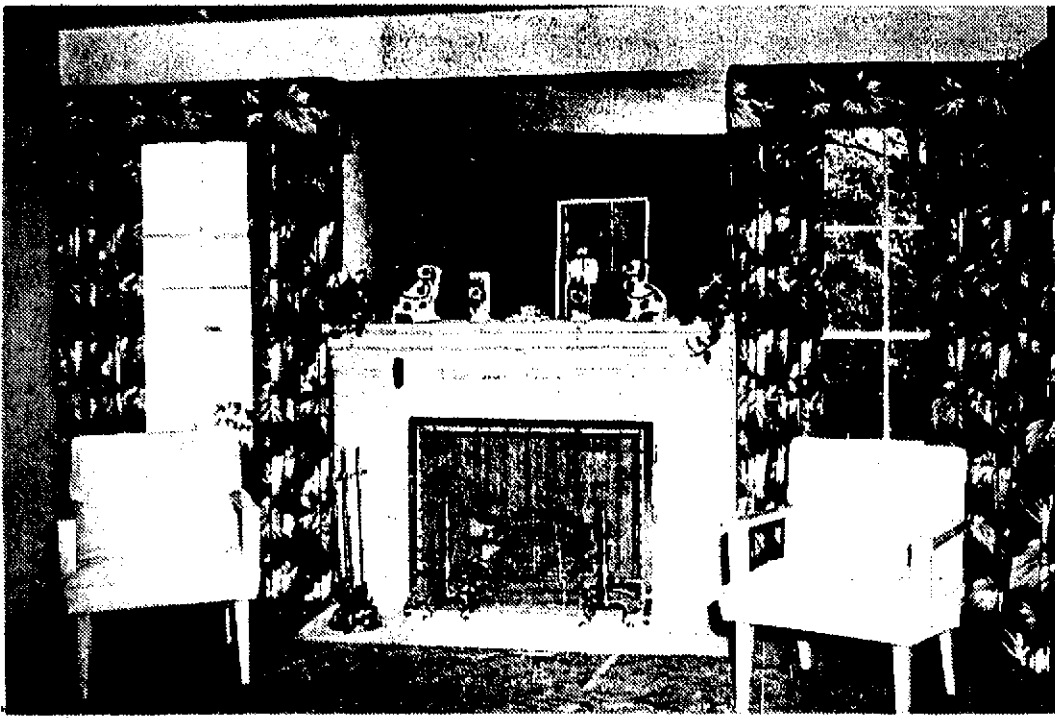


History of the Yorba Linda district formed the motif for that community's exhibit which was erected on a base of golden fruit.

Citrus will be king of the fair circuit when another of the golden spectacles—the 35th—that are the National Orange Show opens an 11-day run March 9 at San Bernardino. Serving the far-flung citrus industry, the exposition is the show window for growers, and market agencies alike. Here the finest of the world's citrus fruits and feature displays fashioned of oranges, lemons, and grapefruit are shown in a flower-bedecked setting. Its producers describe it as "America's most beautiful exposition."



New \$123,000 exhibit building above will replace one burned last July. This is architect's drawing. Top photo: Swing Auditorium. Center above: Commercial, industrial exhibit building.



Color is used to full advantage in the living room of this home. Porcelain dogs, heirlooms in the H. Geerdink family, are reflected in mantel mirror.

Color •• Keynote to Beauty

By Althea Flint

A WELL-PLANNED color scheme, which is blended from room to room, keynotes the success of the pretty little house at 3827 Walnut Ave. where Mr. and Mrs. John G. Ritsema and Mrs. Ritsema's mother and father, Mr. and Mrs. H. Geerdink, live. In addition to achieving color harmony, Mrs. Ritsema has attained a gay tempo sure to improve the mood of anyone.

The sunny shade of yellow applied to the exterior siding and plaster allows the white trim of roof and windows to stand out in interesting detail. In the small entryway, callers first observe the blue-green carpet which covers the floor in the living room and adjoining dining room.

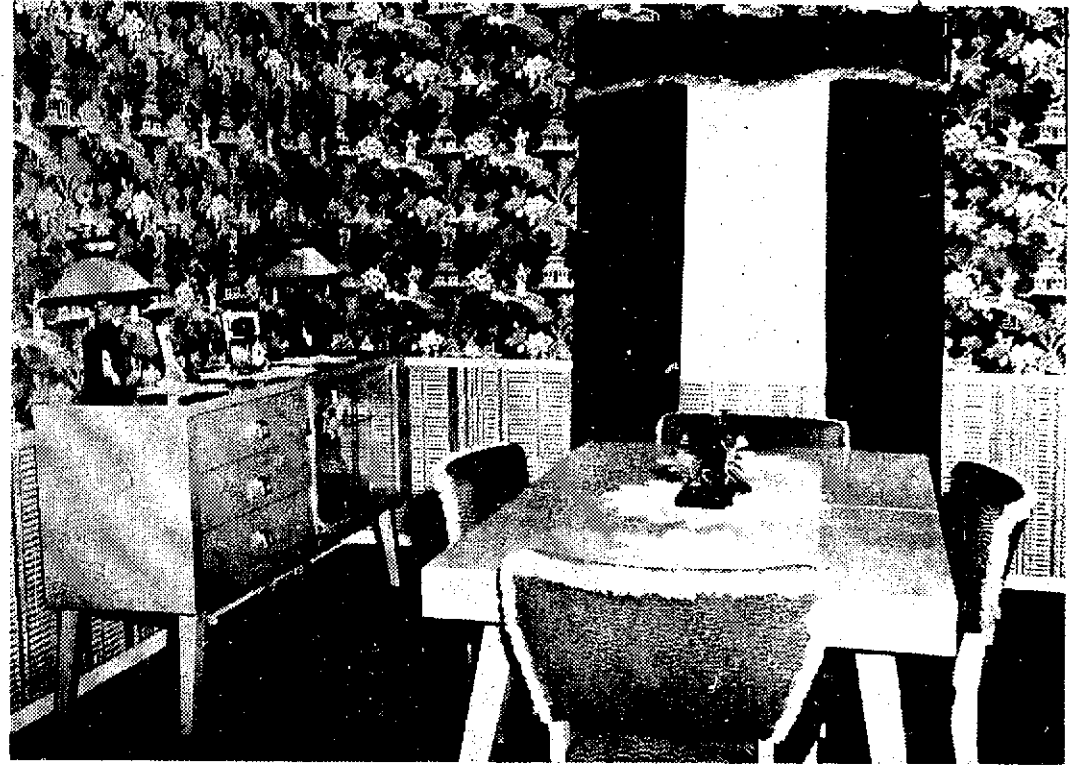
A leaf motif is carried out in both the drapery pattern and the paper which covers one wall of the living room. Predominant colors of this room are shades of greens and reds. The drapery background is deep green and the pattern is done in tones of red and chartreuse. The paper is in soft shades of red, as is a sectional piece grouped with a blond wood corner table. Chartreuse tones are repeated again in a pair of chairs near the fireplace.

THE SIMPLE fireplace and hearth are of flagstone against which the brass screen and andirons are well used. The mirrored wall above the mantel reflects a pair of porcelain dogs which have been in Mrs. Geerdink's family for several generations. Their provincial character permits them to be used in this modern room without clashing.

In the dining room, directly off the living room, paper is patterned in Chinese figures in white on a blue-green background. The dado below is a pattern of light browns and beige in harmony with the flagstone fireplace which is visible from the dining room. Draperies and chair upholstery are a deep red tone and gray brush fringe trim blends with the light wood furnishings.

The sideboard is an attractive arrangement of both shelves and drawers. Sliding glass doors take up half of the cabinet. Lamp bases of Chinese figures sitting under black pagodas are appropriately used in this room.

MR. AND MRS. GEERDINK'S bedroom is gay with a wall of large white flowers on a blue-green background. A shaped valance above draw-draperies of chartreuse is dark green and decorated with flowers cut from the wallpaper and applied on the green valance. A deep green



Mrs. Ritsema has used paper with a Chinese pattern in the dining room. Chair upholstery and draperies are a bright red with gray brush fringe as trimming.

treasure is dark green and decorated with flowers cut from the wallpaper and applied on the green valance. A deep green

satin spread on the bed is covered with a white crocheted spread which stands out against the deep green background which the green satin provides for it.

Blue green walls complete the tones of green used in this room where there is plenty of sunshine all day long and cool colors are the best tones. For accent, red throw rugs are scattered on the floor.

A picture window is the dominant feature in the front bedroom.

room and attention has been called to it by papering the wall in which it is set with a pattern of roses on a gray background. This window and two which flank the bed are hung with draperies and pull curtains in deep and light shades of rose. The valance and draperies are deep rose and the pull curtains beneath are light rose. A floral bedspread is trimmed with the deep shade of rose-quilted fabric.

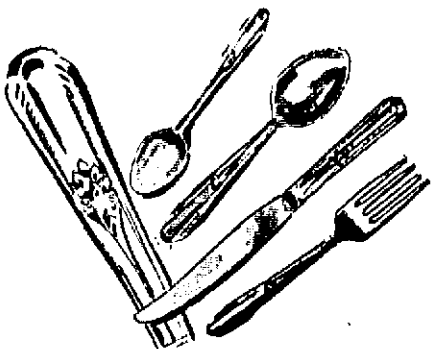
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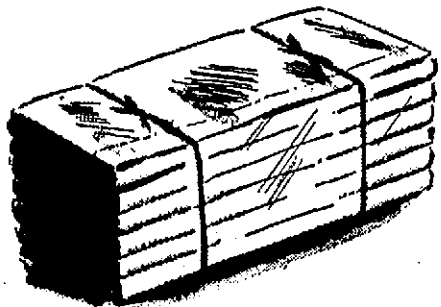


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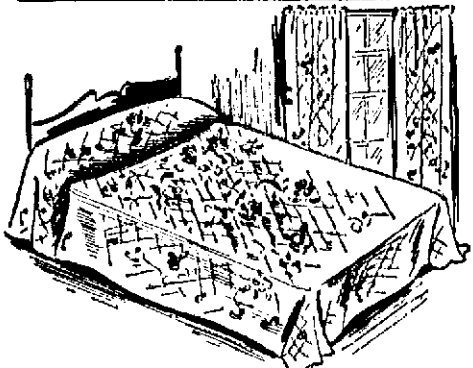
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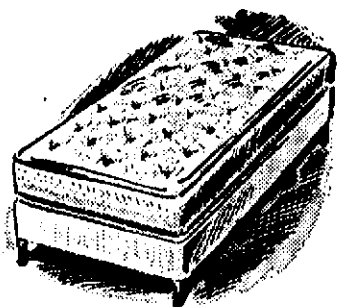


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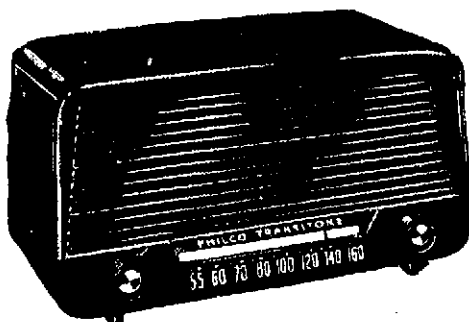
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TASTE WITHOUT HASTE

It takes time, knowledge and due consideration to create a beautiful room! So don't hurry—or worry! We welcome customers who like to "take it easy" in selecting draperies, furniture or other accessories to harmonize with their carpets.



Carpets shown in photograph is Irresistible by Loos—a wonderful new all-wool broadloom—of plain and hard twist yarn—truly beautiful—at an easy low price! In six new clean, fast colors, 9, 12 and 15-foot widths.

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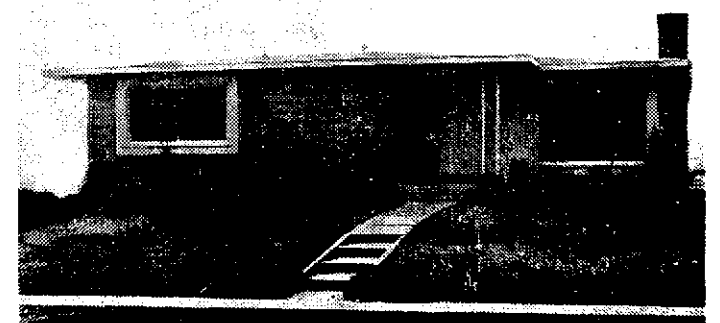
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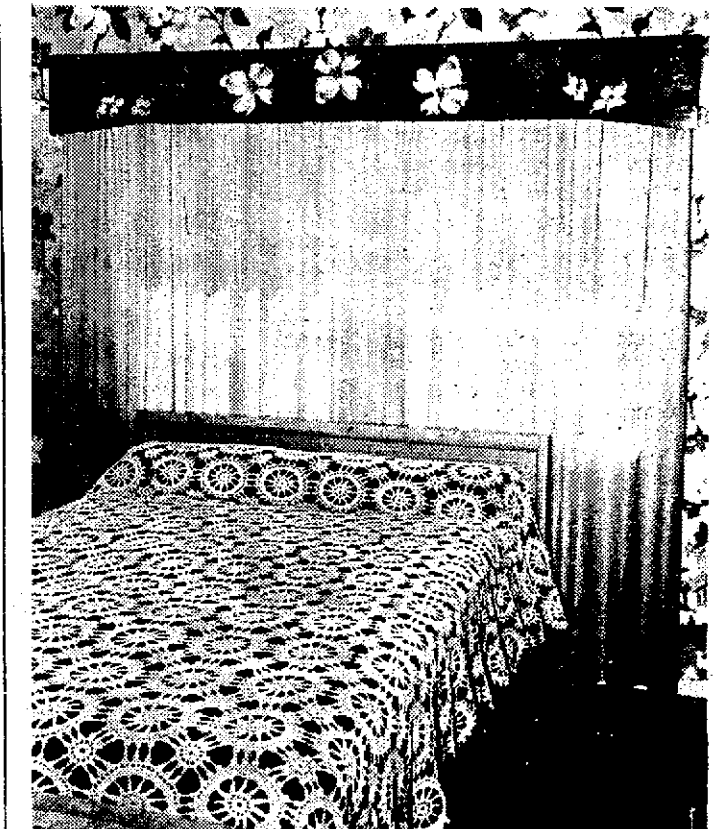
Frank Bros.



Draperies and the valance of a picture window in the front bedroom are deep rose. Curtains are lighter rose.



A sunny shade of yellow paint used on the exterior of this home emphasizes white window trim, overhang.



A green satin background stresses crocheted spread. Flowers cut from wallpaper are applied on valance.

—Photos by Jasper Nutter.

'House' Becomes 'Home'



This little study, used for phoning or writing letters, was once a closet which family did not require.



Portraits of Nancy and Leslie Nowling hang in shadow-box frames on either side of a shelf holding old china.

By Dorothy Killam

RUSS and Bettinae Nowling live in a small house that has a none-too-convenient floor plan but drawbacks of the home, which is located at 1850 Pine Ave., are not noticeable because Mrs. Nowling has used taste and imagination to achieve completely charming decor.

Not wanting to be put to great expense in remodeling, because this house is not expected to be their permanent home, the Nowlings used wall-paper, pretty window treatments and attractive furniture groupings to develop a delightful place to live. Their two daughters, Nancy and Leslie, have a bedroom which has been made gay by paper in a Dutch boy and girl pattern.

In the living room the windows are a focal point with their full ruffled curtains. Mrs. Nowling made these of unbleached muslin and trimmed them with a small-patterned print ruffle around the edge and over the top. She chose a pattern for the trim which has an Early American flavor, blending well with the maple furnishings. The unbleached muslin is also well suited to the provincial mood of the room.

Wooden cornice boxes over the windows serve as plate rails where Toby mugs and other knickknacks in early American style are displayed. A pair of small windows on one wall are hung with curtains on the outer edge of each window. This wall is papered

in a small provincial pattern of brown and gray and the other three walls are painted a soft shade of yellow.

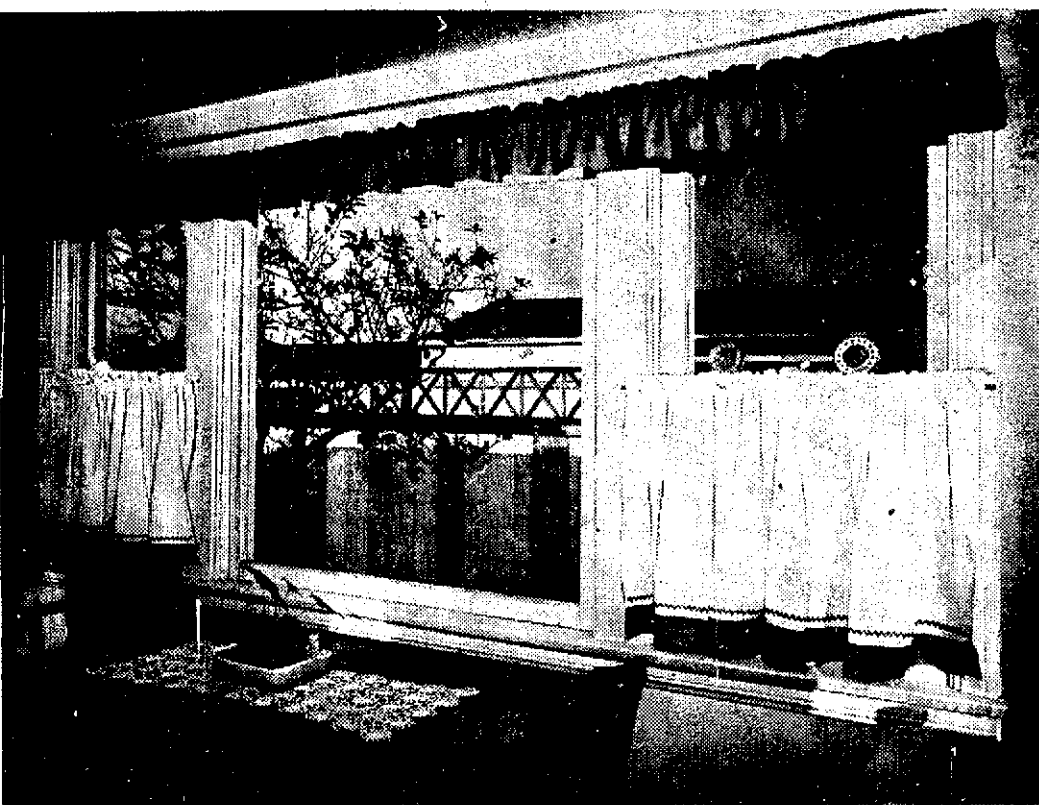
A LARGE closet directly off the living room was not needed for storage space so Mrs. Nowling papered it with the same paper used on one wall of the living room, removed the door and furnished it so it could be used as a study. A small desk, comfortable chair and Chinese carved chest are furnishings used to make it into a private place for letter writing or phoning. Its one window is decorated with a ruffled valance to match the curtains in the living room.

A blue couch in the living room is pushed up against the papered wall and flanked by a pair of maple side tables on which stand tall lamps to provide this end of the room with ample lighting. A maple coffee table styled to resemble a cobbler's bench is included in this grouping. The wall over the couch is decorated with a hanging shelf which holds antique cups and saucers and other knickknacks. On either side of the shelf are portraits of Nancy and Leslie in shadow-box frames.

Opposite, above a bookcase, the wall has three suspended Staffordshire plates. A comfortable chair upholstered in brown is trimmed with fringe to match, and grouped with a maple table and lamp.

IN THE girls' bedroom, red and white quilts, made by their grandmother, cover a pair of Hollywood beds. Nowling made frames and legs to hold the springs and mattresses for these beds. Bed pillows are covered with a red-and-white ruffled case to match the bedspreads. The wallpaper is red and blue on a grey background. A good idea for other children's bedrooms is the bulletin board hung in a picture frame above the beds. The girls hang valentines and their favorite drawings on it.

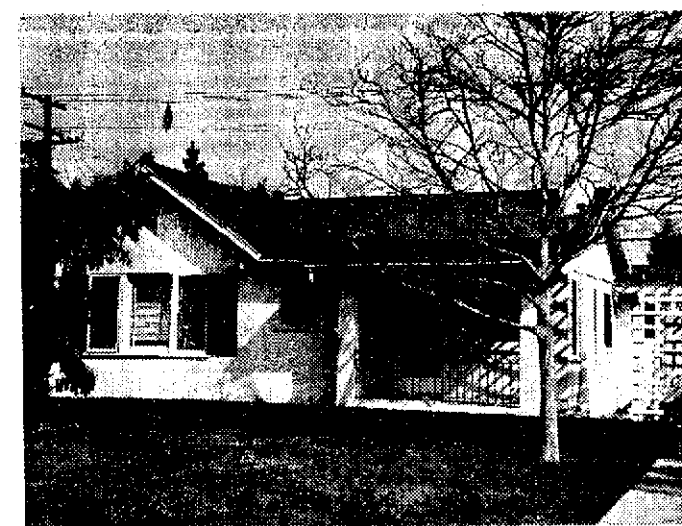
One wall in the kitchen is papered in a plaid pattern of yellow tones. The dining room has a large window looking out on the back garden which is completely enclosed by a fence where ivy and climbing roses are beginning to trail. These window treatments show imagination. The green ruffled valance hangs over the large window and flanking panes. Ruffled curtains hang over the bottom half of the side panes and on the other small window in the room. Furnishings are light in color and provincial in style.



Good taste and imagination were used in remodeling the Russ Nowlings' home, as witness the draping and curtaining of the windows (above) in dining room.



Quilts on the Nowling children's beds were made by their grandmother. Hollywood beds were made by setting springs and mattresses on home-made frames.



This small house has an inconvenient floor plan but taste and imagination have expertly hidden its defects.



Pet PARADE

By Bill Conway



Cheetah, dachshund owned by Mr. and Mrs. S. S. Conklin, of Long Beach, is a typical show type dog.

IF YOU like a dog with a sense of humor, coupled with unswerving loyalty to his master, then the dachshund is your dog.

Dachshund means, literally, badger-hound. The dog was developed in middle Europe, probably in Germany, more than 500 years ago, for the purpose of hunting burrowing animals such as the badger.

If you have ever seen a full grown badger do battle you know that he is a savage foe and the dog that beats him must be a forthright fighter himself. With his short front legs the dachshund can dig almost as fast as his prey and he will not hesitate to go far underground in a badger's den and usually comes out with a dead badger. He is not generally used for badger hunting in this country, however, his owners preferring to keep him as a pet and watchdog.

There are three types of dachshunds: The longhaired type, the wirehair, and the smooth coated type, the latter by far the most popular in America.

The smooth dachshund is one of the cleanest of dogs. He sheds very little and has no "doggy" odor, which makes

him an ideal home companion. In addition to his love of clowning he can be a serious-minded watchdog and is always alert and courageous.

This dog is, of course, a member of the hound family, which accounts for his trailing ability.

Heavy weight dachshunds should weigh from 15 to 16 pounds. The lightweight should weigh about 14 pounds, the dwarf, or "Zwerg," about 8 1/2 pounds, and the miniature, 7 to 7 1/2.

Cheetah, one of several outstanding dachshunds owned by Mr. and Mrs. S. S. Conklin of Long Beach, is shown in the accompanying picture. Cheetah is a typical show type dog.

ONE OF the recently published dog books which contains much of interest to the experienced fancier and the novice alike is "Don't Call a Man a Dog," authored by Capt. Will Judy and published by the Judy Publishing Co., Chicago. The book sells for \$2.50 and is a mine of information. The volume could be regarded as a standard reference work.

SOME DOG experts say that one year of a man's life is approximately equivalent to seven years of a dog's life. Which brings up this thought: If you observe your pooch's birthday regularly, remember that he's entitled to seven birthdays to one for you.

WOULD you like to attract birds and feed them, perhaps make pets of them? A small bird bath and food will bring them in a hurry. A temporary and inexpensive bird bath can be made by using a discarded garbage can cover.

The cover could be elevated on a post with ivy to help camouflage the post. A coat of waterproof varnish may be given the inside of the cover and sand and coarse gravel added while the varnish still is wet. Depth of the water should not be more than two inches.

How To Help Your "Scratching" Dog

If you own and are fond of a dog that is continually scratching, digging, rubbing, and biting himself until his skin is raw and sore, you must help him. The dog can't help himself. But you may. He may be clean and free and not suffering from an itchy itching irritation that has entered in the nerve endings of his skin. Do as thousands of pleased dog owners are doing. At any good drug store, pet or sport shop, get a 30c package of Rex-Hunters Dog Powders, and give them once a week. Note the quick improvement. One owner writes: "My female setter on Sept. 25th did not have a handful of hair on her body—all scratched and bitten. I gave her the powder as directed. By Nov. 10th she was all haired out. Learn what they will do for your dog. Make a 30c test. (Economy size box only \$1.00). Important: Continued diarrhea—rectal itching. When your dog shows such symptoms, suspect Worms. Rex-Hunters Dependable Worm Capsules give immediate results.

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BUG-OF-THE-MONTH

By J. J. Littlefield

APHIDS are the "bugs of the month" to watch for! The latest winter hatch of aphids is on. Sucking generations of aphids will be born viviparously (born alive) and start right in on lush tender growth of roses, and many other plants. Periodic contact type spraying will control them. Your Red Star garden dealer will be glad to recommend proper insecticides.

Lawns need a feeding now. Apply forty pounds of Red Star GRO-MASTER to each thousand square foot area of lawn and water in well. The combined organic and chemical content of Red Star GRO-MASTER keeps lawns greener over a longer period of time!

Don't miss the Pomona Valley Camellia Show, March 11th and 12th at the Pomona Ebell Club.

FREE... Address a post card to Dept. L, Red Star Fertilizers, Downey, Calif., for 72-page Red Star POKET GARDEN GUIDE, the complete reference book for the home gardener. Or ask your local garden dealer.

Heat and See! "MIDWINTER GARDENER" with GORDON BAKER LLOYD, WEDNESDAYS at 7:30 - 8:15 PM. Red Star PLANT FOODS AT BETTER GARDEN DEALERS.



Burpee hybrid cucumber (above) is suitable to Long Beach gardens. It is resistant to wilt and is prolific.

FREE!

Generous 48¢ bottle of new GUARANTEED chemical pronounced by authoritative Journal of Economic Entomology the "most effective ant killer ever tested." Now successfully blended at Compton, Calif., in a way that is proving extraordinarily effective on aphids, scale and mealy bug.

Why fight aphids all season with outmoded nicotine pyrethrum, piperonyl butoxide or any other non-residual—that rarely get really rid of aphids? To acquaint you faster with the new, easy, effective way to control these pests for long periods, Mr. Alfson will give a bottle of this new chemical FREE to each family that presents this clipping before 6 p. m. March 8, at

ALFSON'S NURSERY
15629 Atlantic
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(1 blk. North of Olive.)

Tips on Gardening

GARDEN tips for the week.

... If March winds are anticipated better tie all vines that require supporting. Most garden supply stores sell a regulation plant tie that is handy, easy to use and quite inexpensive. You can buy a season's supply for just a few cents.

Azaleas, camellias and comparable plants require a moist soil. You can save water by applying a surface mulch of peat. This material acts like a sponge, absorbing large quantities of moisture which are released slowly. The mulch tends to reduce surface evaporation and is of value in keeping the soil cool.

Continue plantings of gladiolus. Anemones and ranunculus, usually recognized as fall bulbs, can still be planted. If they are to bloom in warm weather then a semi-shady spot may prove best.

Dozens of varieties of annual plants are now available at nurseries. This is a wonderful and fast way of growing a garden. Vegetable transplants can also be set out this month.

Dwarf LIMES
Dwarf LEMONS
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These are well-established plants. Decorative as well as practical.
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NEW CAMELLIAS 1 gal. \$10.00
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FRUIT TREES
4' to 6' Size 59¢
6 for 3.00
ALL TREES GUARANTEED

No. 1 Rose Bush (Common Varieties)
68¢ each
Shade Trees, 6' to 8' and larger 95¢ and up
Grape Vines—European Varieties. No. 1 grade 10¢ each, doz. \$1.00 Eastern Concord 19¢

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Grow Tasty Cucumbers

By Harry R. Peterson

CUCUMBERS may be a bit tricky to grow successfully but, by following a few simple suggestions, a good supply of crisp slicing "cukes" should be obtained. So, if you were not too successful with this vegetable last year, try again this spring.

Cucumbers sometimes will start well and then wilt or mildew or the ubiquitous yellow black-spotted cucumber beetle will kill the plants, and it is necessary to start all over again.

Wait until the ground is warm and the weather settled, in March or April, before planting. If you sow the seed in groups, four feet apart, dig down and mix a shovelful of manure with the soil. Soak the ground well, put the seed on the moist basins, and cover with half an inch of fine sand. Pack this down with the hoe; then sprinkle a little loose soil over the place to prevent caking.

In this climate you do not plant the eight or 10 seeds in a raised hill, but in a rounded depression. Hills dry out too quickly after a few hot days. If however, your drainage is poor, elevated hills may be necessary.

After you have put in the

seed, cover the ground with a light mulch of grass or hay and wet it down. This keeps the surface moist during germination. With this method few seeds will refuse to sprout. When the seedlings are in the two-leaf stage remove the mulch and cultivate. Thin to three or four of the most vigorous plants when they are six inches high.

Do not wait for the cucumber beetle to appear on the young vines; dust with commercial dusts in advance. The little yellow black-spotted dipterocarpids are fast workers! They seem to fly from field to field and seldom miss a cucumber patch.

Because some insecticides, which also kill a number of other pests, are poisonous, do not use them when the fruits are forming. Instead, if there is an invasion, dust with the harmless pyrethrum or rotenone products. Pyrethrum comes from the Belgian Congo and is a good general non-poisonous bug discourager. Ask your nurseryman for aid in choosing dusts.

Some dusts help to control

mildew, the powdery white coating caused by uneven watering or too much wet weather. A little dusting sulphur is useful for the same purpose and many pests do not like it. Sowbugs or cutworms may be killed with bait sold for that purpose. Wilt is difficult to control; it is best to plant varieties resistant to this disease if there is much of it in your locality.

CUCUMBERS like a sandy loam—a light rather than heavy soil, and if your land contains much adobe it is best to mix in a liberal quantity of sand or river silt. The latter, when obtained from the Santa Ana River bed, also has fertilizing value. Nitrohumus is good. Hoe in the sand and the ground will be workable.

Level off the basins by adding dirt when the vines start to run. Give a side-dressing of commercial fertilizer every two weeks, adding a little ammonium sulphate, if leaf-growth is not healthy. This brings more nitrogen to the soil.

If you have big chunks of adobe, give it an application of gypsum (calcium sulphate), which should stay on the ground for a week or two before planting. This whitish powder will break up the clay; also it will release nitrogen and other elements in the soil. Hydrated lime is also good.

Plenty of water is necessary for cucumbers. Do not let the vines dry out; irrigate by filling up the basins at least once a week, or the fruit will be stunted. Cultivate a day or two after each watering so that the soil will not cake.

IF YOU plant in rows, make them at least four feet apart; it is surprising how much ground the vines can cover. Thick mats of leaves are however, desirable, for cucumbers like some shade for their fruit. Irrigate the rows by drawing a furrow on each side. Slightly sloping land makes it easy to water by placing the hose at the upper end, letting water trickle down slowly until the soil is well-soaked. Do not pull off the cucumbers; cut the stems.

There are many good varieties of cucumbers. Long Green; Colorado; Early White Spine (the old stand-by); Marketer; and the new hybrids. Burpee's hybrid does well here; is wilt-resistant and prolific. Long Green is a big one—eight or 10 inches long. All take from 50 to 70 days to mature.

Choose plants carefully, avoiding those that need a great deal of room in which to expand. Forget the large, vigorous and exuberantly ornate flowers and enjoy gardening with the mild and the small.

The success of your small bit of garden depends a great deal on the soil, so prepare it carefully and keep it in good condition. Food-sucking little roots can quickly use up soil nutrients.

Choose plants carefully, avoiding those that need a great deal of room in which to expand. Forget the large, vigorous and exuberantly ornate flowers and enjoy gardening with the mild and the small.

Garden Illusion

By Eleanor Avery Price

IF YOU have only a small space in which to create a garden, don't be discouraged by reading about large gardens. It is possible to give your little plot the appearance of greater depth and width.

Every view line from the main doors and windows of the house should follow a vista to the end of the garden. That is, there should be nothing to interfere with the main axis. Imposing plants do not belong across this main line of vision.

If there is a center of interest toward the end of the view line, do not overpower it with heavy accents which demand attention because they take the eye from the axis line.

However, if there is a lovely distant view that you can frame, place trees or plants so as to give importance to this restful backdrop. Mountains and oceans are frequently included in a garden vista this way.

The small garden should not strive for too many elements that clamor for individual attention. One objective will give a more spacious impression than several unrelated ones.

Color has its place in giving the garden an illusion of space. You can increase this impres-

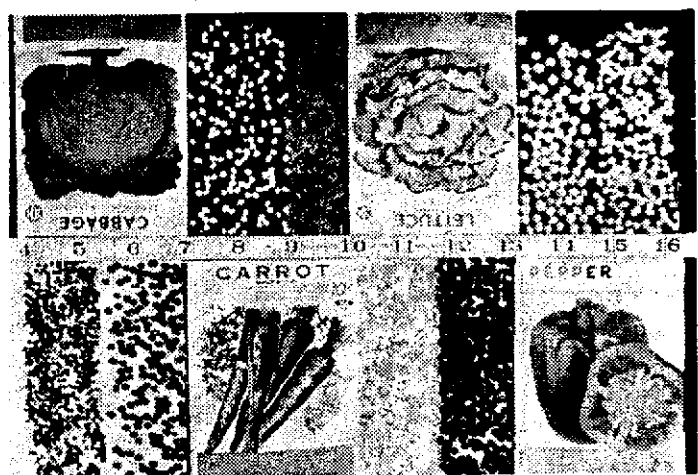
sion along the view line with a border in which color starts with a pale tint that grows more intense as it blends analogously with bolder colors toward the end. For example, blue tints may melt into violet, into purple, and on into the more exciting reds. The eye will follow this series of colors.

IF COLORS of flowers or fence along the back of the garden are light in contrast with those down the sides, the whole garden will appear to widen. Reverse this, and the garden appears longer, but narrower. Be different and paint your fence two colors if you so desire.

If colors in the center of the garden are close in value to those along the sides, they will seem to sink into the sides, and their receding will create the quality of roominess. Small color accents of brilliant contrasts will help achieve harmony.

Choose plants carefully, avoiding those that need a great deal of room in which to expand. Forget the large, vigorous and exuberantly ornate flowers and enjoy gardening with the mild and the small.

Choose plants carefully, avoiding those that need a great deal of room in which to expand. Forget the large, vigorous and exuberantly ornate flowers and enjoy gardening with the mild and the small.



The size of "pelletized seeds" is a handy factor in spacing seeds to reduce waste by crowding, thinning.

Pelletized Seeds

By Burleigh Beckley

PELLETIZED seeds are no longer in the purely experimental stage and the average home gardener can expect the successful plantings that "pelletizing" was originated to give. However, there are a few suggestions that, if followed, will insure against failures in germination.

While "pelletizing" was utilized long before the Christian era by the Chinese who planted seeds in dung balls to assure the proper soil environment of fertility and moisture for seeds germinated in the overworked and sterile earth of China, only recent experiments have incorporated fungicides, fertilizers, insecticides and hormones to germinate, protect and stimulate plant life. To these elements powdered field-spar and volcanic ash are added to give bulk in the coatings.

The composition and bulk of "pelletized seeds" offers a number of distinct labor and seed-saving advantages for the gardener. The chemicals in the coatings ward off such germination hazards as damping off, build up resistance to wilt and discourage the early ravages of garden insects, worms, birds and rodents that prey on young growth at the soil line.

To the gardener who has tried to sow such tiny seeds as lettuce and petunia without having them fall in bunches and subsequently require tiresome thinning, which also disturbs the plant roots and consequently their later growth, the ability to handle and space the larger "pelletized seeds" in

rows will be a source of comfort and satisfaction.

The heavy coating of the treated seed allows such sensitive seeds as tomato and lettuce to be planted in the open ground from two to three weeks earlier than customary. This early planting greatly simplifies our Southern California double crop year and, because of the protection against cold, excessive moisture, insects and earth hazards, assures the gardener of a higher percentage of success and faster growth. This first growth outstrips the weeds and gets the added advantage of early fertility and uncrowded root space.

GOOD germination is assured by vitamins and hormones. The fertilizer in the coatings is merely a "starter" and not meant to carry the seeds much past the initial stages of their growth. Other materials incorporated in the coatings are, disinfectants such as DDT, calomel, mercurials or lead arsenate and vitamin B-1, phosphate, nitrogen and similar elements equally beneficial to first growth. Experiments using activated carbon in the pellet material indicate, if this element is present, the use of weed eradicating chemicals will not harm the "pellet" plantings.

"Pelletized seeds," because of the heavy coatings that must be penetrated, suffer mostly from lack of moisture. Include plenty of water-retentive peat moss in the seed bed, or, better still, use Georgia

(Continued on Page 9.)

Moss for the Garden

By Karen Smith

MOSES, Nature's covering for scarred earth, bare rocks, fallen trees and other barren spots have their place in the modern home garden. They will continue to serve as beautifiers in garden areas that might otherwise be bare, and their roots will help to conserve moisture.

There are many places to find mosses. Look for them by old stone walls, around wells, by natural springs, around stones and stumps in deserted pastures, in damp dells, near shaded brooks, on fallen trees. Banks of streams are likely places, as are stones near water, even cracks around sidewalks and between bricks. After spring rains is a good time to look.

Mosses can exist where no other plant life can, their tiny roots acting as soil makers to break up hard soil particles, even rocks, into very fine dust. Mosses have stems and leaves, but most varieties have no bloom. Their spore-bearing cups nearly always open by a

small lid. Their soil-making function is an invitation, as the seasons go by, to other plant life to come and live with them.

IF TRANSPLANTED moss curls its leaves to protect under surfaces from heat and appears brown and dead, saturate it with water. Try to duplicate the natural habitat of healthy moss.

Mosses are not to be confused with lichens, although they have some similarity and can exist where other forms of vegetation perish. Lichens have no roots, stems or leaves, but are a combination of algae and fungi. Lichens are usually dry and most of them crumble if touched. They are usually found in more barren places than moss, places where there is a greater degree of dryness. Instead of being a fresh green, they are gray, yellow, brown, blue, black or green.

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Old fruit boxes may be used to make clever, cute, appealing little cut-out figures to decorate gardens.

Garden Cuties

By Bernie DeVore

KUTE 'N KLEVER are two little wooden figures that face you from the lawn of Hope Blair at 5602 Long Beach Blvd. "It's a hobby of mine," she explained. "I make lawn and garden ornaments from the flat boards of discarded fruit lugs and apple boxes."

Being handy with a hammer and nails as well as a drawing pencil was an asset in her case. With a 20-cent coping saw ("dime store" brand), Mrs. Blair cut around her penciled pattern, then put on a thick coat of bright enamel to with-

stand yard-watering and sundry weather.

Five inches of pointed lath was tacked on the back extending below the feet in a sharp point to be shoved into the ground. Thus the little figure could stand erect along the walk or in the garden bed.

"It's fun to make the figures," Mrs. Blair said. "Most anyone can do it. Those who can't draw may trace the pictures on the wood, or for a few cents may order cut-out patterns from woodcraft magazines."

The hobby is interesting and inexpensive, giving full play to the imagination.

Carnations for Fragrance

By Bob Gilmore

IF YOU want brilliant colors and a spicy fragrance then choose the carnation. Nurserymen may advertise their plants as being new-fashioned; but you can be sure that the old-fashioned fragrance will also be present. The plant hybridists have done a really remarkable job in improving the size and shape of the carnation. But they found it impossible to improve on the old-fashioned fragrance.

Carnations thrive in practically every part of the Long Beach area. They are exceedingly valuable in the outdoor garden and indoors they will

brighten your home and fill it with perfume. Moreover, the carnation is in a class by itself as a boutonniere. Probably no flower is as widely used for this purpose as the carnation.

Carnations can be propagated both from plants and from seed. The former method is quicker as the seed sowing procedure requires about five months to produce flowers.

Carnations have proven to be not only a good specimen plant for the landscape but in recent years florists have found them of real value. Their fame as a cut flower is due

largely to the wonderful keeping qualities of the blooms. The fragrance and coloring is maintained for days without showing any signs of breaking down. Of course, the stems should be cut a little every day and if possible the cut should be made under water. In addition, changing the water every day tends to keep the flowers fresh for as long as possible.

CARNATIONS are relatively easy to grow. They prefer a rich, light soil, slightly on the alkaline side. Be careful about adding peat moss or leaf mold as these materials have an acid reaction. Soil that is too much on the acid side can be neutralized by adding hydrated lime. This product is available at all garden supply stores in packages ranging from the five to the 100-pound size.

Carnations like the sun but too much of it, especially in hot weather, will cause the flowers to fade. During this time of the year you can protect the plants by sheltering them with a cover of cheesecloth. Commercial cut flower growers often protect their plants in this manner.

There are certain terms used in describing the flowers that should be made clear: "Selfs" are flowers with just a single color; "flakes" are blooms that have a single striped tone; "bizarres" are striped with two or three colors and "picotees" have petal edgings of a different color than the petals.

BECAUSE carnations have a rather sloppy or sprawling habit of growth, staking may be required. The plants should be spaced from 18 to 20 inches apart. Plant them at the same level they occupied in their previous location.

A few of the newer and more novel varieties, available from plants only, include: Pelargonium, white background overlaid with crimson; Barbara

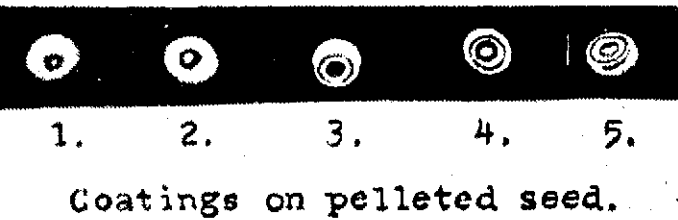
Farr, bright scarlet red; John Briry, real deep pink; Betsy, whitish lavender with purple edgings; Candlelight, sulphur yellow contrasting with purple stripes and California, a beautiful clear light purple.

Carnations are bothered but little by pests, aphids being their chief enemies. These may be controlled by any of the sprays customarily used in gardening; even the opened flowers may be sprayed if the solution is not too strong. Mildew is not a threat to carnations if the plants are not in heavy shade.

If planting distances given above are observed, there will be sufficient room for any cultivation or spraying that may become necessary without breaking down the plants which are somewhat brittle. For the most part, carnations do better if they are not "bathed" too much but are left to themselves.



Mixed beauty of carnations with their old-fashioned fragrance is delightful. They like sun, alkaline soil.



Coatings on pelleted seed.

Natural seed is given five coatings of material that is highly beneficial to its start, protection and health.

Pelletized Seeds

(Continued From Page 8.)

peat, as this particular peat is high in nitrogen and humus that will greatly promote future plant growth.

The ambitious gardener has a wide selection of seeds to choose from. The varieties are: Vegetables—beet, broccoli, Brussel sprouts, cabbage, carrot, cauliflower, lettuce, onion, pepper, rutabaga, tomato and turnip. Flowers—aster, calendula, eschscholtzia (California poppy), larkspur, marigold, sweet peas, wallflower and zinnia.

Using "pelletized seeds," tomatoes are the most successfully grown and lettuce the least.

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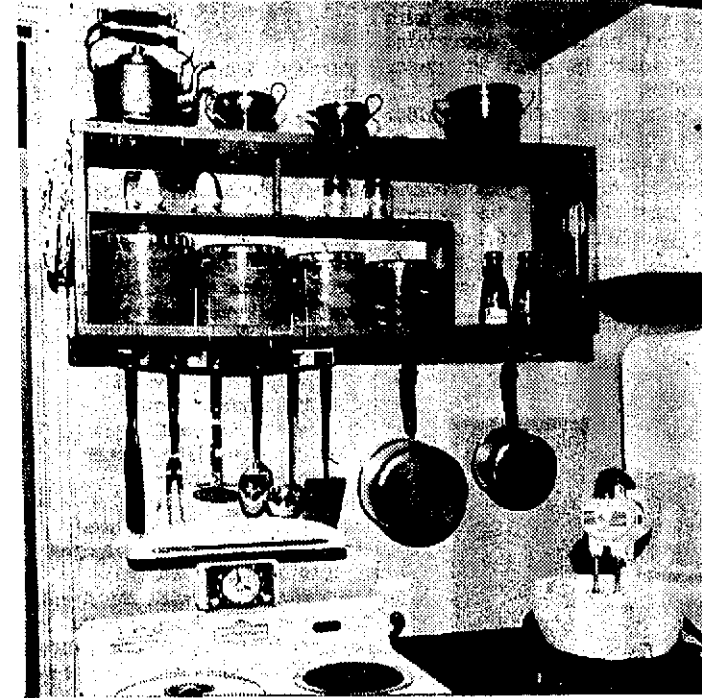
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Open shelves and hanging pots, an early American idea, is modernized by Mrs. J. S. Crowley in kitchen.

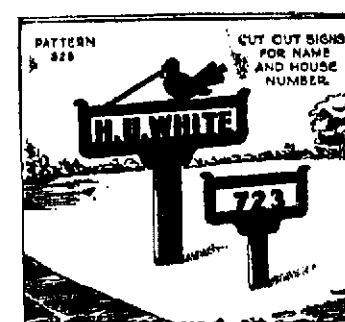
Dining Nook Tips

By Caroline Coleman

OPEN SHELVES and hanging pots are usually connected with kitchens in the Early American style, Mrs. J. S. Crowley

of 6141 Payton has adapted the idea to her modern kitchen. Although the project began as a measure of convenience, its color and design added a great deal to the decorative appearance of the room.

You Make It



PERSONALIZED SIGN

You may order this pattern which gives actual-size alphabet and numbers designed for cutting your personalized sign from wood or metal. Cutting guides for attractive frames are included on this pattern, which is number 328; and the price is 25 cents. Order, including pattern number, should be sent direct to: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, New York.

The kitchen was so arranged that the stove and refrigerator were placed apart from the sink and main cupboard area. There is a small counter between the stove and the refrigerator, but it is little more than a mixing center. This arrangement did not lend itself to smooth cooking operations.

Since there was wall space available directly above the stove, the Cowleys decided to make use of it. Instead of the conventional type of cupboard, they planned a combination shelf and rack which would be much handier under the circumstances. The inner shelf, built especially to hold the canister set, makes an interesting pattern, leaving space above for small objects and to the side for tall ones. Pot holders, pots, and utensils hang within easy reach. Mrs. Crowley uses the top portion, too high to be of practical value, to display a few pieces of prized copperware.

Aphis Killer

A POWERFUL but "safe enough" chemical with a 16-syllable name, reported in the authoritative Journal of Economic Entomology as the "most effective ant killer ever tested," is proving extraordinarily effective on aphids in Southland tests.

The chemical reportedly melts the wax jacket of the aphids to let in the poison, kills all that get any, also the ant that brings aphids, scale and mealy bug, and in addition, kills insects days, sometimes even weeks later—that get some of the residue in their feet. On roses it kills not only all types of aphids, but the rose weevil, rose beetle and rose worm—those busy little night workers that are rarely seen but make "lace" on your rose foliage.

Test sprayings of 40 experimental tracts around Compton in 1949 showed two or three sprayings generally gave good control not only all spring but for nearly a year, according to nurserymen in the area, a number of whom had their nurseries sprayed under provision of the tests and were pleasantly surprised at the infrequent amount of spraying required.

Cacomistle Pioneer's Cat

By Harry R. Peterson

IF YOU were a member of a miner's family, in the pioneer day of '49 on the American or Tuolumne Rivers, you wouldn't use a cat for catching rats or mice. You'd get a cacomistle. Cats didn't thrive up in the mountains in those days, because of the numerous bobcats, mountain lions and other animals. But one day a prospector tamed one of the smaller animals of the mountains, the ring-tailed cat or cacomistle, and found that it was one of the world's best mousers. Every mouse in the cabin disappeared like magic. After that, all of the miners got cacomistles.

The miner's cat, with its long, banded tail, is called *Bassariscus* in the natural history book. It is about the size of a small fox, has brown fur, big ears and white patches around the eyes. Because it feeds at night, few people have ever seen this beautiful, little animal, still fairly common in the California foothills.

Bassariscus is one of best climbers in the mountains. His claws and feet are so formed that it is easy for him to go down a tree head-first. Also, he can scramble up the rough planks of a cabin wall, or hang from the rafters.

The ring tail lives in the chaparral country, at about the 300 foot level, above the sycamore belt and below the pines. He makes his home in some hollow tree, lining the hole with grass. There are two or three kittens, born in May or June.

Bassariscus makes a good pet, but it is necessary to be a little careful with him. Sometime he will eat out of the owner's hand, but at other times will bite the hand. All day he lies curled up in a ball, asleep. A tame cacomistle will



Lacking house cats, the pioneers relied on the cacomistle (above) for early day mouse-catching.

eat berries, biscuits, milk or fruit.

Trappers and miners in the mountains like to see the faint five-toed track of *Bassariscus* near their cabins. The quiet little animal costs them nothing to support but is valuable to them in rodent control.

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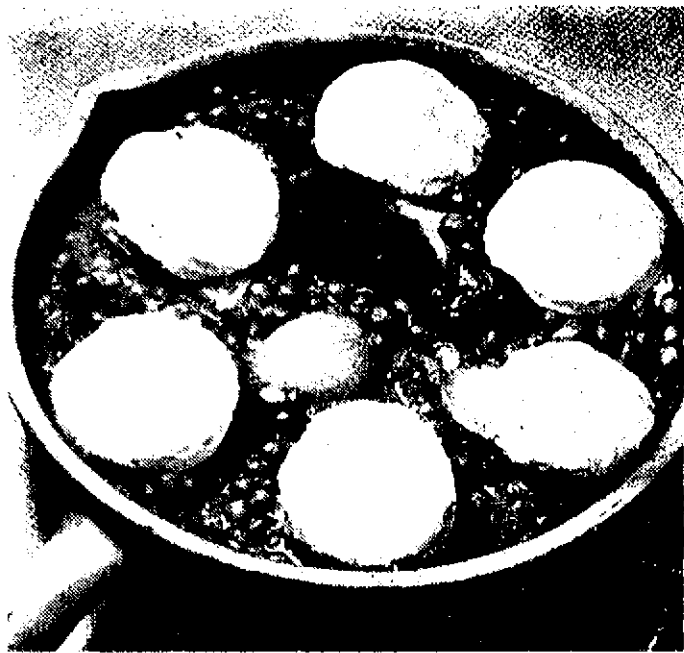
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Kitchen Touches for Table Glamour

By Mildred K. Flanary



There is satisfying goodness in this hearty Yorkshire Beef with Biscuits—meat and vegetables in a gravy.

STEW is stew, hash is hash and nary a bit o' glamour in either. But call one "Yorkshire beef with biscuits" and the other "beef cups with cabbage" and right away the family sits up with new interest.

Yorkshire beef can be made from such less-expensive cuts as chuck, bottom round or shoulder arm. Cooked correctly, these cuts are high in flavor and goodness. Subtle seasonings lend variety and flavor distinction. Try a little bay leaf, allspice or marjoram—and remember, little extras make really fine stew.

Yorkshire Beef with Biscuits

3 pounds beef, chuck, bottom round or shoulder arm
1/2 cup flour
1/2 teaspoon salt
1/2 cup shortening
2 to 3 cups water
4 to 5 medium potatoes
8 small onions
1 package frozen peas
baking powder biscuit dough

Cut beef into 2-inch cubes. Place flour, salt and pepper

in paper bag. Add pieces of beef and shake to coat the meat thoroughly. Melt shortening in a heavy skillet and brown meat slowly. Remove meat from the skillet and place in a casserole. Thicken drippings in the skillet with 3 tablespoons flour. Add water, a little at a time and stir until smooth. Pour over meat, cover and cook in a slow oven (325° F.) for one hour. Add onions and potatoes which have been pared, and cook an additional 30 minutes or until the vegetables are nearly done. Then combine peas with stew and top with rounds of baking powder biscuit dough. Bake uncovered in a hot oven (450° F.) 10 to 12 minutes. Serve with additional hot biscuits. Yield: Six servings.

Fresh or corned beef are both delicious for making hash. Cabbage is cooked in big wedges and topped with a creamy white sauce. Garnish the platter with crisp parsley.

Beef Hash

4 tablespoons butter or other fat
2 cups chopped cold

roast beef
2 cups chopped boiled potatoes
salt and pepper
1 cup beef gravy or hot water

Melt butter and add remaining ingredients. Heat thoroughly, stirring occasionally and brown hash.

Corned Beef in Toast Rings

10 slices enriched bread
butter or margarine
1 No. 1 can corned beef (1 1/2 cups)
1 head cabbage, cooked
1 cup medium white sauce
With a scalloped or plain cookie cutter cut rounds of bread from bread slices. Use a smaller cutter to remove center portion from five of the slices. Brush each slice with melted butter or margarine and toast in oven or under broiler.

Melt some fat in a skillet and brown the hash in it. Make toast rings by placing a ring on top of a plain round of toast. Fill with hot corned beef. Arrange sections of freshly cooked cabbage, garnish with white sauce and



A new version of the corned beef and cabbage partnership has been created by these toast rings with meat and cabbage wedges with creamy white topping.

parsley. Hamburger may be used in place of corned beef. Serve hot. Yield: Five servings.

Other ordinarily plebeian dishes which may be served in new dress are—Bavarian pot roast — hamburger celeste — barbecued beef toastwiches — beef brisket with lima beans and rice and Irish ragout.

Bavarian Pot Roast

2 pounds chuck roast
3 tablespoons flour
2 teaspoons salt
1/2 teaspoon black pepper
1 medium onion
1/2 bay leaf
1 teaspoon caraway seed
2 tablespoons cider vinegar
2 tablespoons water
Dredge meat with flour, salt and pepper. Brown meat in melted fat in pressure saucepan. Add chopped onion, bay leaf, caraway seed, vinegar and water. Cover tightly. Begin counting time when pressure gauge reaches 15 pounds pressure. Cook for 30 minutes. Allow gauge to return to normal. Remove meat and onions from cooker. Thicken liquid with flour or 1/2 cup crumbled gingersnaps. Serve with fluffy rice or cooked noodles.

Barbecued Beef Toastwiches

1 pound ground beef
1 medium onion, chopped
3 tablespoons lard or drippings
1 tablespoon flour
1/2 cup hot water
1 1/2 tablespoons prepared mustard
1/2 cup chili sauce
6 buns, split and toasted
Brown ground beef and onion in hot lard or drippings in frying-pan. Stir in flour. Add hot water; cook 5 minutes, stirring constantly. Add mustard and chili sauce, and simmer 15 min-

utes. Serve on toasted buns. Yield: Six servings.

Beef Brisket with Lima Beans and Rice

1/2 cup rice
1 1/2 pounds beef brisket
1 medium sized onion, sliced
2 cups lima beans
1/2 cup vinegar
1 1/2 teaspoons salt
pepper
2 tablespoons brown sugar
Cut brisket into 2-inch squares, put in a stew kettle and cover with water. Season to taste with salt and pepper. Add onion and bring to the boiling point. Add the beans, which, if dry, have been soaked for several hours. Add the rice. Cook at a low temperature until meat is tender. About 10 minutes before serving, dissolve the sugar in a frying pan, then add the vinegar and stir until a syrup is formed. Add to the meat and vegetables and serve. Yield: Six servings.

Irish Ragout

2 1/2 pounds stewing lamb, seasoned flour
2 tablespoons fat
1 1/2 cups beer
1 1/2 cups boiling water
12 small onions
9 small potatoes
1 bunch carrots
2 cups cooked peas
salt and pepper
Have lamb cut in serving-size pieces at meat market. Dredge with seasoned flour. Brown on all sides in hot fat. Add beer and water. Cover; simmer 1 1/2 hours. Add onions, potatoes and carrots, cut lengthwise. Add enough boiling water to cover vegetables. Simmer until vegetables are tender (about one hour). Add peas. Season to taste with salt and pepper.

Thicken gravy if desired. Yield: Six generous servings.

Hamburger Celeste

1 pound chopped beef
1/2 cup sour cream
1/2 teaspoon mixed salad herbs, crumbled
2 teaspoons tarragon or wine vinegar
1 teaspoon salt
1/2 teaspoon pepper
2 tablespoons fat
1 teaspoon kitchen bouquet
4 ounces noodles, cooked

Place chopped beef in a mixing bowl. Add 1/2 cup sour cream, the herbs, vinegar, salt and pepper. Mix thoroughly and shape into 8 round patties. Blend together the fat and the kitchen bouquet to make a glaze. Brush patties with half of the glaze. Broil 4 inches from moderate heat in pre-heated broiling compartment until lightly browned, about 5 minutes. Turn, brush patties with remaining glaze. Continue cooking until second side is lightly browned, about 5 minutes longer. These patties should be cooked to medium doneness. Remove patties to pre-heated serving platter. Surround with cooked noodles. Take rack from broiling pan and stir remaining 1/2 cup sour cream into the drippings. Heat well and pour over the patties and noodles. Garnish with a few sprigs of parsley and serve immediately.

Camera ANGLE

(Continued From Page 4.)

you may now have an Ektalite Field Lens installed for a small fee. This is done by Eastman Kodak at Rochester through your dealer. Other field lenses are available for many of the small reflex cameras.

POLAROID LAND are distributing attractive ivory tinted cardboard mounts for picture-in-a-minute snapshots. The quality of the newer Polaroid film has been improved and the finishing print has a greater tone scale. It is possible to have black and white prints and enlargements copied from the original sepia picture according to the latest reports from Polaroid Land.

MEMBERS of the Santa Ana Camera Guild will hold their regular black and white print competition Thursday at 1104 W. Eighth St., Santa Ana, at 8 p. m. All amateur photographers are invited.

LONG BEACH CAMERA GUILD will have its regular print Wednesday at 8 p. m. at the Alamitos Branch Library Auditorium, 1836 E. Third St.

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by Virginia Roberts
DIRECTOR, OCCIDENT HOME MAKING INSTITUTE



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Plan for Sleep --from Haiti



A dressing table is placed under an awning topped by box with trailing vines. Ceramic bird decorates cage.

By Fern Hill Colman

WHILE traveling recently in Haiti, Mr. and Mrs. E. R. Meriwether of Orange saw a sleeping room that was exactly what they wanted for their own home. It was spacious and airy, with tropical vines climbing over louvered walls, coconut palms ruffling against the window pane and hundreds of singing birds to awaken the sleeper each morning.

The Meriwethers have achieved a delightful replica of this unusual room by building a 16x36-foot addition to their home in an orange grove. The entire room is decorated in a manner to suggest sleeping in the open. The color scheme is geared to the wallpaper theme of jungle vines, feathery palms and exotic flowers in soft shades of green, rose and red

against a pale cocoa background. The carved ceiling beams are the pale beige shade of bamboo with touches of blue, red and green for brightness and the ceiling itself is pale beige to blend with the beams. The floor, covered wall-to-wall in a soft green textured rug in a pattern of green leaves on green background, gives the room the feeling of spaciousness suggested by wide, green lawns.

One wall of the room is especially decorated as a setting for the two full-size beds used in this master bedroom. An arch, eight inches wide and carved in wood to simulate the carved bamboo of Haiti, encloses 15 feet of wall space in a graceful arc. The wallpaper in this archway has jungle vines, palm and banana trees



A carved wooden arch eight inches wide is thrown across one wall of the new master bedroom of the E. R. Meriwether home in Orange. The motif is Haitian.

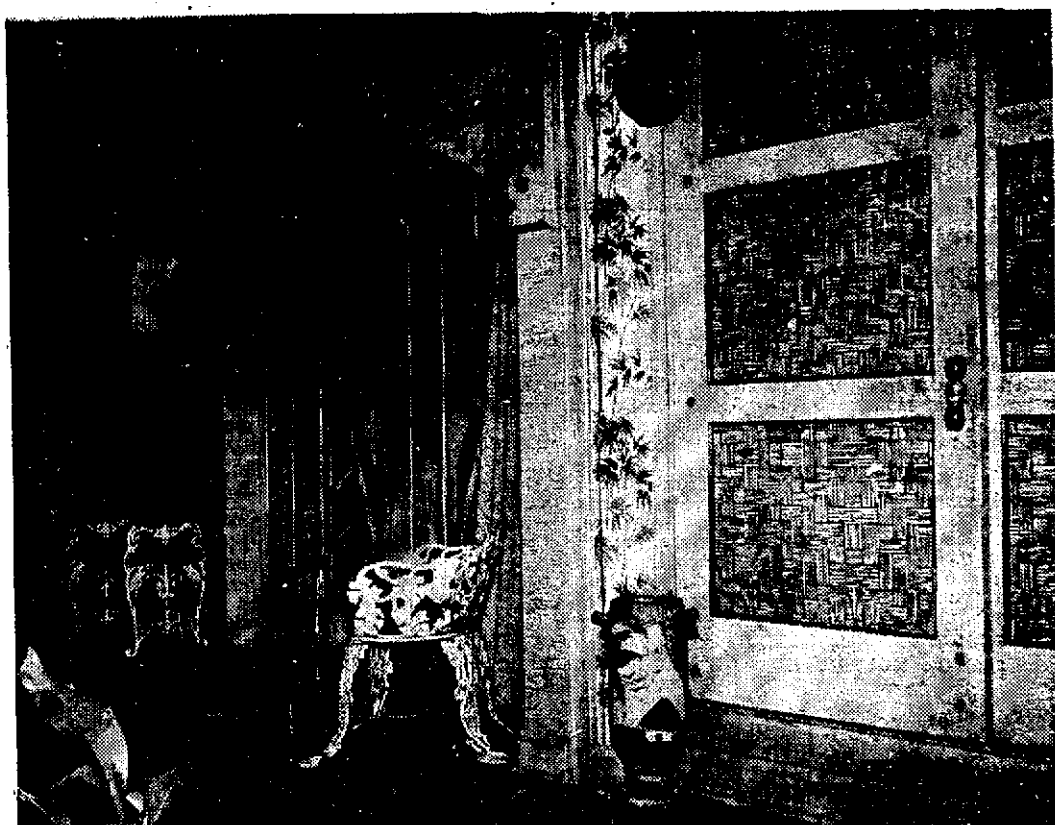
to suggest the out-of-doors in the Caribbean area. On either side of the arch the windows are treated in an unusual manner to increase the outdoor feeling. Each window has an awning inside with box above for trailing vines and a small table beneath to suggest the outside of a window. The effect achieved is that of beds set under an archway on an open terrace. The beds are of Philippine mahogany in chocolate brown with hand-painted tropical designs. The chenille bedspreads have a design of a sleeping native under a palm tree done in reds, greens and yellows. Additional pieces of furniture are in wrought iron enameled white to suggest the hand-carved bamboo of Haiti.

The east wall of the bedroom has two large, arched doorways copied from the patio doors of Yucatan. These doors have a carved wood lattice work set over pale amber glass. The morning sun com-

ing through this glass floods the room in golden light that suggests morning sunlight in the tropics.

AT THE END of the room the sliding doors of the clothes closet are cleverly turned into a native Haitian hut. The door frames are in pale beige to suggest a bamboo framework with door panels covered with paper that is really a photographic design of grass matting. To complete the native hut illusion a real Voodoo drum stands by the door, a polished coconut swings above and a genuine lucky charm is perched over the entrance.

The bath has a corner tub of turquoise enamel set in a wall of pale, creamy yellow tile that is the color of bamboo. Above hangs a polished coconut bath dipper. A pair of washbowls set in handsome hand-decorated cabinet have twin mirrors above. These



This is the east wall of the Meriwether bedroom. Amber glass in the doors gives effect of strong golden sunlight of the tropics in the morning hours.



Arched doors have carved wooden lattice work over amber glass. These doors are of Yucatan design. View is of exterior of addition to Meriwether home.

HERE'S AN IDEA

Open Shelves

By Peggy Sewell

SHELVES are one of the most dependable of decorating accessories because of their flexibility—they can be made any shape or size, to fit any desired space in any style room. They can add a feeling of warmth and charm to any room whether used for practical value or merely as a decorative feature.

In the home of Mr. and Mrs. Roger K. Nissen at 345 Carroll Park, the beauty of the graceful circular stairway leading to the upper floor is greatly enhanced by the use of glass

shelves. They were placed in the window at the head of the stairs, and are removable to facilitate cleaning.

Translucent vases and objects d'art arranged on the shelves catch the light in shining prisms. Violin-shaped vases, a signature and bar with note-shaped vases, and a hobnail vase hold a profusion of boxwood and hydrangea. This, framed by a deep rose snowflake wallpaper, is a delightful idea and one which would be a welcome addition in any home.



—Photo by Jasper Netter.

Glass shelves, filled with flowers and objets d'art, grace staircase window in the Roger K. Nissen home.

Sunday, March 5, 1950

'PLAY' FURNITURE



By Jule Armin

Old boxes, plus a minimum of adult planning, have furnished a modern home for pupils at Burbank Extended Day School. "Just as much fun to build as to play with," say the youngsters, who are entertained after school hours until mothers return home from work. A suitcase of costumes and make-up is kept handy and the boys seem to enjoy "playing house" as much as the girls do. Above, sturdy boxes and a few extra boards are used as the basis for child-made, child-sized furniture. Chair seats are from apple box center sections. The ends are cut to correct height for the children who will use the chairs.



Vanity and four-poster, plus chintz and old curtain are style to younger set. Mother's old clothes help. There should be costumes, make-up for boys, too.



Box and a half make frame for davenport. Old rug pad or sacks make padding. Cover material is roughed out, tacked, trimmed.



Tea for menfolk "tastes better strained through black paper mustache." Big Boy tells Pee Wee, who removed his to drink.



Real parents appreciate quiet quality of box-and-board piano. Play parents enjoy make-believe playing. Broomstick, blocks, pleated wallpaper make lamp.



—Photos by M. S. Melvin

Gay ruffles tacked and sewn on box and mirror make dressing table. Nail keg is padded, covered for stool. Children can make box furniture easily at home.

AUTOMOTIVE News

Woman, Cars, Keys Get All Mixed Up

MIAMI, Fla. (AP) Mrs. L. J. Schuster, finished with her shopping, was annoyed when she could not make her car keys fit the ignition switch.

Even a garage man, who finally started the car for her by switching the wiring, couldn't figure out what the trouble was.

Mrs. Schuster still was puzzling over it a few minutes later when two policemen stopped her for driving a stolen car.

Then she discovered that in her own car, parked 100 feet away, the keys worked fine.

Snow Sports Seen Poor for Today

LOS ANGELES, (AP) The winter sports outlook was rather bleak for Southern California this week end, the Weather Bureau reported.

Two inches or less of new, wet snow fell over some of the higher mountain areas this past week, but winter sports conditions were not improved, the bureau said. A few areas will operate facilities for fair skiing.

In the Big Pines area, there are patches of icy packed snow, and limited skiing is available at Blue Lodge where tows will operate.

Fair to good skiing is reported at the Divide where a thin layer of new wet snow blanketed about 20 inches of spring snow. A portable tow will operate over the week end.

Good skiing is forecast on Slide Peak in Snow Valley where two tows and a chair will operate. The Hollywood Ski Club Slalom is scheduled today.

Fair skiing is reported at Upper Mill Creek in the Big Bear Lake area.

The San Geronimo primitive area reports good skiing between 8,500 and 11,000 feet.

State to Issue New Auto Plates in '51, Same Color

SACRAMENTO, March 4. (AP) There'll be some changes in 1951 in the crowded gallery of multi-colored vehicle license plates that California has put out since the first ones 'way back in 1915.

No, the changes won't be in the state's favorite colors—yellow and black (or black and yellow). They'll be in the number of different plates. "Only" 23 will be issued. That's a cutdown from the 37 in use since 1937.

Director of Motor Vehicles A. H. Henderson said some of the

varieties of plates are being consolidated to streamline operations and save money. For example, where there now are 10 classifications for fee-exempt vehicles and trailers there will be only one next year.

The move won't save any metal. None of the vehicles for which licenses are required now will be able to get along without them in 1951. But Henderson does expect a considerable saving in paper work and administration.

The license plates to be issued next year will last for five years. Like the present ones, they will have to be brought up to date each year with the little metal tabs you get after paying your registration fee.

The 1951 plates are already being turned out by convict workers. More than 2600 tons of steel will be used in making them.

They will be in the familiar yellow and black color scheme—yellow numerals on a black background this time.

It will take 65,000 gallons of

black enamel and 5000 gallons of yellow enamel to paint them. Henderson thinks the system of having plates good for five years will be continued. It started as a wartime measure, born of materials shortages.

However, not only does it save metal and consequently money, but it does away with the need for a yearly re-indexing of the file of motor vehicles. That's a job which takes several weeks during which time much of the value of the file is lost.

When California began licensing motor vehicles in 1905, motorists received—for just \$2—a two-inch circular aluminum seal from the Secretary of State. In addition they had to display the license number in three-inch black numerals on a white background. Early photographs show some cars had the number painted on the headlight lenses.

In 1915 the Department of Motor Vehicles was created and it issued permanent plates, validated yearly with tabs. But in 1919 the permanent plate was discarded in favor of yearly issuance of new plates.

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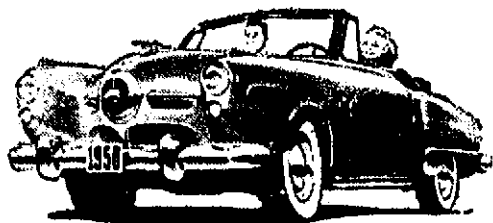
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Plus tax and license

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30 Months on Balance

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Including:

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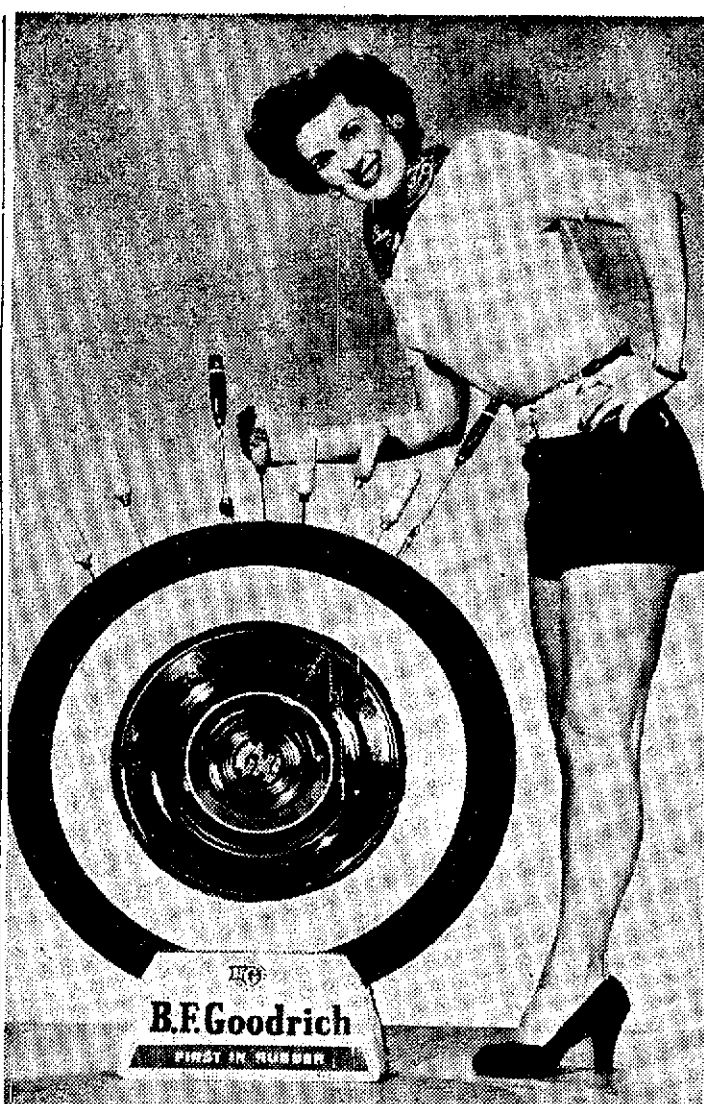
Plus tax and license

FOR AUTOMATIC OVERDRIVE AND HILLHOLDER ADD \$25 TO DOWN PAYMENT

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LAVISH TRADE-IN ALLOWANCE! Come On In! LET'S DEAL TODAY!

You Can Get A Champion Deluxe Coupe WITH STANDARD EQUIPMENT FOR \$361 DOWN! PLUS SALES TAX AND LICENSE Prompt Delivery!



NEW TUBELESS TIRE—Movie starlet Lucille Barkley gathers all her strength to plunge an ice pick into a tubeless tire manufactured by the B. F. Goodrich Co. to show that it won't lose air. The tire is built with a special layer of rubber inside that seals punctures. The above photo brings some long-awaited glamour to the auto section.

'50 Auto Output High, but Pace Not Up to '49 Rate

DETROIT, March 4. (AP) So far this year the auto industry has built about 1,060,000 cars and trucks.

That's a substantial output, particularly with half a dozen makes out of production much of the time to date. Probably the industry will do as well during the March-April period. But, if you take the word of the manufacturers and the sales associations, that volume won't be enough.

A sharp upsurge of new-car sales in March, April and May has been more or less of a tradition over the years. There is no reason to believe the three months ahead will differ from the same period of previous years.

The National Automobile Dealers' Association is urging prospective car buyers to get their orders on file promptly. A statement from the association says:

"Unprecedented interest and record-breaking attendance at every automobile show held recently clearly indicates a rising demand for new cars. This, coupled with the normal spring upswing in automobile sales, can well bring about a situation where purchasers may find they will have to wait for deliveries."

The industry is counting heavily upon replacement demand when it estimates this year's total sales may match those of last year. Of last year's 4,800,000 new-car sales, replacement of vehicles that were scrapped accounted for 1,220,000.

And if by any chance there should be a sharp downward revision of prices for new cars an even greater number of pre-war vehicles will go to the junk pile this year. However, it probably is only fair to say that right now there isn't any prospect of a substantial overall price reduction.

The sales bulge that lies immediately ahead is going to involve a lot of trade-in deals. That means a heavy flow of cars to the used-car lots between now

and the end of May. It probably means, too, that selling your car at a used-car lot isn't going to be especially profitable.

'JOIT' COMING

All indications now are that the car owner seeking to sell his 1945 and 1946 model is in for a joit. And the owner of a prewar model will find the used-car dealer scarcely interested.

Probably that fact is going to keep a lot of prewar cars in use this year. Approximately 20,000,000 of the cars now in use were built prior to 1941. Many of them go back a long way and are operating on borrowed time.

The long-distance oil is foreseen by Prof. Earl T. McBee of Purdue University. It may be made possible by adding fluorine compounds to oil, he told an American Chemical Society meeting. Compounds made of fluorine, only recently achieved, have remarkable resistance to heat and chemical action.

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Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

ALTHOUGH scrappage of passenger cars in 1949 approached the prewar average yearly rate, the replacement market for new car sales still continues as a huge unfilled demand, R. L. Polk & Co., statisticians for the automotive industry reported last week.

Studies of car and truck scrappage show that 1,220,041 cars and 484,038 trucks went off the road last year. Scrappage of trucks ran twice that of a normal year, indicating that general debility is finally overtaking trucks on the road.

In the truck field, a different story is apparent. A total of 384,038 trucks went out of commission during 1949, as compared with the 25-year average scrappage of 258,980 units a year. The high mileage piled up by trucks during the war years has undoubtedly taken a big toll, the scrappage rate being one truck scrapped for every two new ones produced. The 1949 scrappage amounted to 50 per cent of all new trucks sold during the year, but represented only 6 per cent of the total trucks in operation.

Since "scrappage" is virtually the replacement market, the figures released by Polk mean that the automotive industry's replacement requirements amount to about 1½ million cars and a half a million trucks.

At the last meeting of the newly formed M. G. Car Club of Long Beach, plans were made by its members for a combination reliability run and picnic to be held Sunday, March 19. The starting point for the rally looking, two-seater autos will be at 1111 American Ave. at 9 a. m.

Prospective club members may receive additional information about the run and the group by writing club president, Dan Dickinsen, at 1254 Euclid Ave.

DEALER DOINGS—Long Beach turned out in full force Friday to attend the official grand opening of the new Masters Pontiac building at 1345 American Ave. Hats off to Owen J. Masters for showing his faith in the future of Long Beach by erecting such a beautiful building.

Public enthusiasm about automobile shows is definitely not a thing of the past, C. Staudie Martin, local Oldsmobile dealer reported, after viewing the 1950 Auto Show in Chicago.

First major show since 1941, the Chicago Auto Trades Association sponsored event drew over 450,000 interested viewers, many waiting for hours on the sidewalk to see cutaway engine, chassis models of all the 1950 cars, Martin said.

The General Motors Motorama show that received such great public ovations at the Waldorf-Astoria Hotel in New York recently was transported to the Chicago show in its entirety.

Grant Hayes, nationally known Salt Lake City Studebaker dealer, was a visitor to Jamestown last week. Hayes was accompanied by Lou Minkie, sales manager of the Studebaker Pacific Corporation.

Press and radio representatives met in Los Angeles last Monday to preview the revolutionary puncture-sealing tubeless tire, introduced for the first time by the B. F. Goodrich Co.

Guy Gundaker, Jr., general sales manager of the B. F. Good-

rich replacement tire division, Akron, Ohio, explained to the newsmen that the tubeless tire seals punctures on the running wheel, but looks no different on a car than an ordinary tire. "However," he said, "inside the tire there is considerable difference."

"Across the crown and shoulder of the casing is a specially compounded, gummy lining that adheres to all puncturing objects. When nails or spikes are withdrawn the tacky material is drawn into small holes and seals them permanently against loss of air," Gundaker said.

Plants Open Promotion Drives to Spur Car Sales

DETROIT, March 4. (AP) If promotion can do it, the auto industry will sell as many cars this year as it did in 1949.

There probably hasn't been as much sales promotion effort in the car industry in more than a decade. Certainly it has been many years since as many millions of dollars have gone into advertising the industry's product.

It means, of course, that the auto business is back on a truly competitive basis. Cars no longer are just bought; they have to be sold. Increasing numbers of them are being sold on the installment plan, and a greater number than ever involve a used car trade-in.

Strikes and materials shortages have slowed down production to below the schedules drafted a couple of months ago. The industry planned to build 2,000,000 vehicles during the year's first three months. Instead it will turn out about 1,600,000.

Sales generally have been good over the last nine weeks. Some companies are reporting retail deliveries at record high marks for the January-February period. At the same time stocks of unsold cars in the field are moving upward, although rather slowly. A recent survey showed there were 440,000 unsold passenger cars in

dealers' hands or in transit to them on Jan. 1. This increased to about 498,000 by Feb. 1.

The figure was about the same last year at this time.

Guessing at what may happen to production and sales in the car industry is very widely indulged in at every season of the year. No industry sales executive even will admit sales prospects are anything but bright. It never has been considered good sales strategy to do that.

Actually, however, there is no reason for any sales head to feel pessimistic about the industry's prospects this year. Strikes, of course, impair buying power. But if there is no further impairment of capacity to buy, the auto companies will sell a lot of cars and trucks this year.

Preliminary surveys indicate car sales for January—and probably for February—of this year will be slightly under 400,000. From May through December of last year they totaled well above 400,000 a month.

For the most part the vehicles now available are the same models as those that will be offered next August and September. The new cars to be brought out before that time largely will be from the assembly lines of the so-called independent manufacturers, like Nash and Kaiser-Frazer.



SOS FOR TAXIS—Leonard Gerstmayr (right) of Munich, Germany, shows a taxi driver a device with which the driver, in difficulty with a passenger, may signal for help (hilfe).

Ford, Chevrolet Limber Up for 1950 Production Race

By DAVID J. WILKIE
Associated Press Automotive Editor

DETROIT, March 4. (AP) The months ahead may see the real race between Chevrolet and Ford for the auto industry's No. 1 spot.

They may also determine whether Ford ever is to realize its ambition of overtaking Chevrolet.

A "battle" between these two giants of the industry has been talked about ever since production was resumed after the war. Both have spent millions of dollars in plant expansion. Both have been building all the vehicles they could in the face of supply shortages and work stoppages of varying origin that interrupted their assembly lines.

Always, as in most of the decade preceding the war, Chevrolet has come out on top. Last year Chevrolet turned out 1,146,382 passenger cars and 404,287 trucks. The total was 15 per cent higher than the former record made in 1941.

Meanwhile Ford, harassed by work stoppages, turned out 841,170 cars and 244,612 Ford cars and trucks was despite a 25-day strike last May that cost something like 100,000 production units.

Ford's biggest year was 1923 when 1,923,360 Model T cars were built.

RECORDS MAY FALL
Of course, neither Chevrolet nor Ford will produce any such volume this year. Nevertheless, both may set new production records for the postwar period. So far this year Chevrolet has accounted for more than 300,000 cars and trucks. In the same 1949 period it built 195,000 units.

Production of Ford cars and trucks so far in 1950 amounts to more than 250,000 units. In the first nine weeks of 1949 about 185,000 Ford cars and trucks were assembled.

Nobody in the Ford organization minimizes the task of beating Chevrolet. At the same time nobody in the production division will admit it can't be done. A few weeks ago Henry Ford II announced production schedules calling for the completion of more than 600,000 Ford cars and 150,000 trucks in the first half of this year.

Despite the necessity of conserving its coal supply, Ford has been running very close to that schedule. The strength of retail demand will determine whether the same production rate will be sought very far into the second half of the year.

FUEL CUTS OUTPUT
The same, of course, is true of Chevrolet. Right now that biggest money-maker of the General Motors group is producing at a rate that could bring it to midyear more than 100,000 units ahead of Ford. A fuel-saving cancellation of overtime work has cut back Chevrolet's output around 5200 vehicles a week.

Neither Chevrolet nor Ford has yet reached capacity in its production schedules. With stocks of unsold new cars reportedly well below normal volume at this season, both undoubtedly will go in for considerable overtime as soon as their coal supplies permit.

Favoring prospects for a keen production and sales race between these two major companies is the certainty that demand for cars in their price class will hold up long after it has begun to level off for medium price units.

This has been a tradition in the car industry. Many industry experts, agreeing total sales this year may match last year's approximately 5,800,000 cars and trucks, have predicted the Chevrolet-Ford-Plymouth group will take even more than the 48.25 per cent they got last year.

Good Samaritan Was Just Too, Too Kind

MILWAUKEE. (AP) A stalled Milwaukee motorist got a push from a good Samaritan which he didn't bargain for.

George Pribyl nodded his head gratefully when the friendly driver offered to push.

But Pribyl frantically honked his horn and waved his arms as the cars breezed past four service stations.

He finally made the co-operative pusher understand that the car had been stalled because it was out of gas.

Philadelphia Studies Auto Parking Woes

PHILADELPHIA. (AP) The nation's third largest city may soon go into the parking business. Philadelphia Mayor Bernard Samuel has appointed a five-member city parking authority "to study and try to solve the traffic congestion problem."

The mayor said the city might construct underground parking sites to relieve traffic tieups.

Hit-run Car Found in Repair Shop

CUMBERLAND, Md. (AP) Joseph Scalletta drove into a repair shop after his automobile had been damaged by a hit-and-run car. In the shop—also for repairs—was the hit-and-run vehicle.

The coincidence was an unhappy one for the driver of the wayward vehicle. He was identified and fined \$71.50 for reckless driving and failing to stop after an accident.

Stolen Car Tagged

INDIANAPOLIS. (AP) Patrolman Ralph Lumpkin noticed a car with an overtime parking sticker which he had attached the day before still on it. A check at police headquarters revealed the automobile had been reported stolen.

Sideswiping Resented

ADAMS, Mass. (AP) When another car sideswiped hers, plucky Mrs. Catherine Truchetti chased the other automobile nearly a mile, forced it to the roadside and held it there until police arrived and arrested the driver.

Chrysler '49 Profit \$43,000,000 Over '48

NEW YORK. (AP) Chrysler Corp. reported 1949 earnings were almost \$43,000,000 above the previous year.

The company reported Chrysler and all its wholly owned United States subsidiaries had a net profit of \$132,170,096, equal to \$15.19 a share, for the year ended Dec. 31 last.

This compared with \$39,187,240, or \$10.25 a share, for the preceding year.

The company reported net sales of all reported hit \$2,084,602,547 last year against \$1,567,933,360 in 1948.

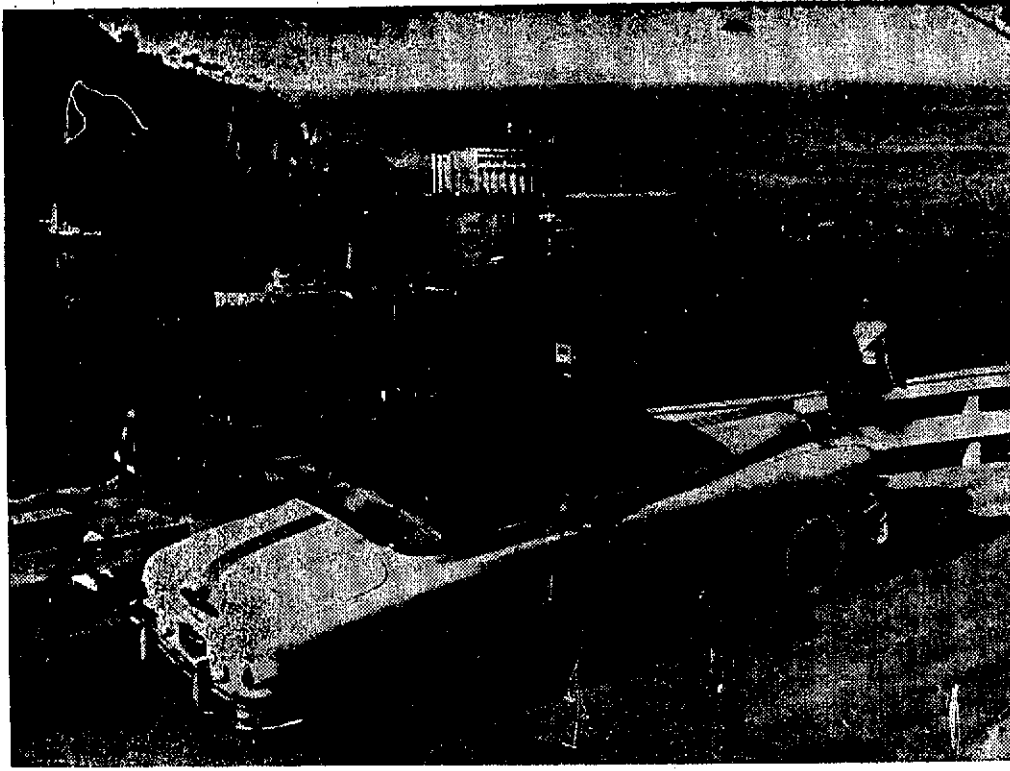
K. T. Keller, Chrysler president, said sales established a new all-time record both in dollars and units.

United States plants sold 1,267,470 Plymouth, Dodge, De Soto and Chrysler passenger cars and Dodge trucks. In addition, 63,468 Canadian-built cars and trucks were sold during the year.

Cars Better Now

NEW YORK. (AP) Automobile statisticians have figured out that the modern car would cost \$50,000 if produced with the tools of 1910.

Steelways Magazine reports that better machinery and research have given today's driver a car twice as heavy and longer-lasting, five times more powerful, and carrying more than 50 extra items of standard equipment.



PONTIAC CATALINA—The new Pontiac Super-DeLuxe model—pictured at Catalina Island for which it was named—is now on display in the local dealer's showroom. Offering the lithe grace of the convertible with all-weather adaptability of a sedan, Catalinas are available in Super-DeLuxe models, differing in color choice and interiors.

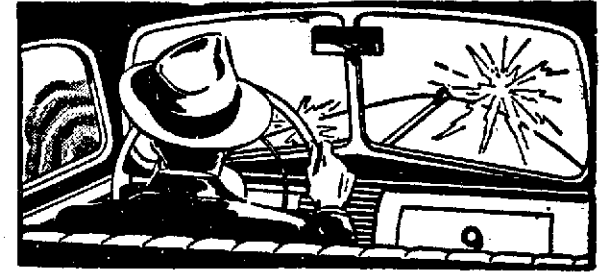
Good Idea Backfires

SPOKANE, Wash. (AP) Jack Snyder wasn't going to let winter's icy blasts freeze up his car. Snyder draped an electric blanket over the motor to keep it warm. There must have been a short circuit because the blanket caught fire and reduced Snyder's car to a charred wreck.

944 Miles of Roads Built by Maryland

BALTIMORE. (AP) Maryland has built or improved 944 miles of roads during the past three years, the State Roads Commission reported. The bill: \$111,571,809. Last year's \$56,000,000 spent on the highway system was an all-time record.

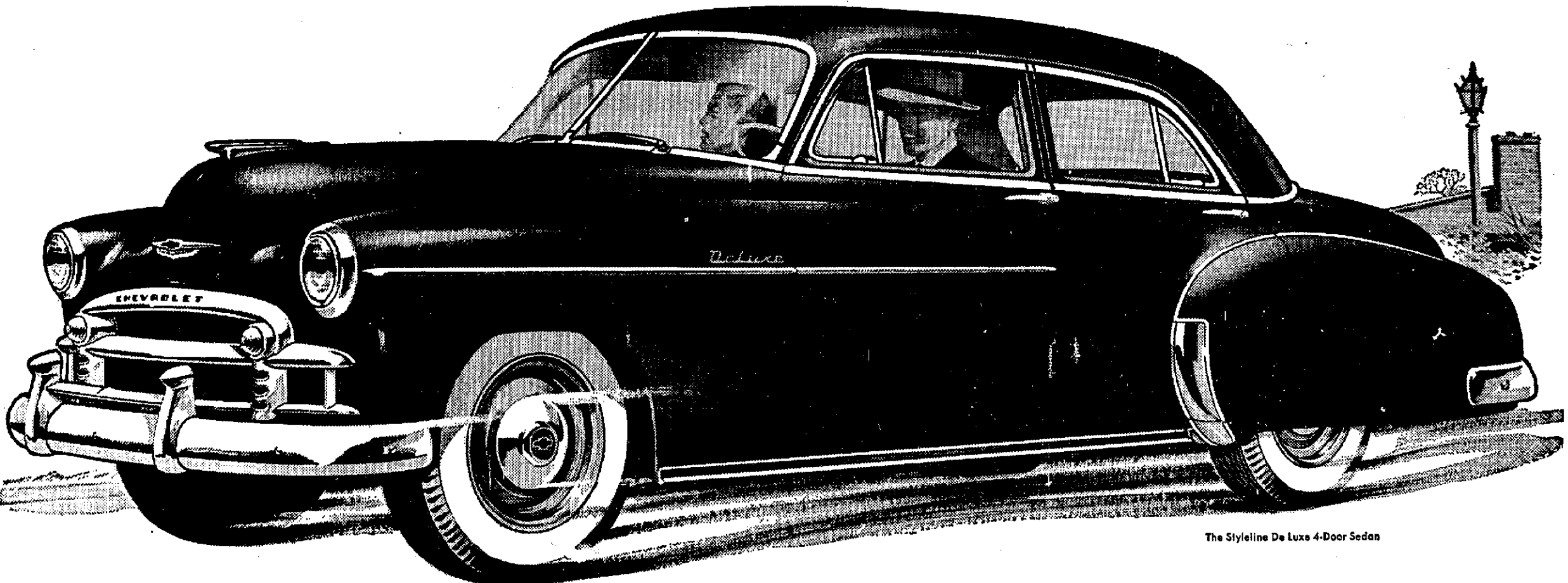
NEED NEW AUTO GLASS?



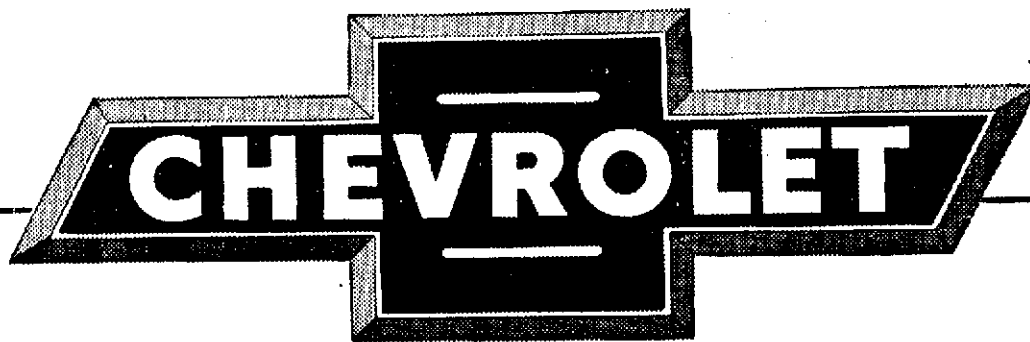
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Chevrolet is the only motor car that brings you any one of the following outstanding features of beauty, comfort, performance and safety at the lowest prices... and Chevrolet brings you all of them! That's why we say it gives more value; that's why we say it's first and finest at lowest cost!

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BIGGEST OF ALL LOW-PRICED CARS
longest, heaviest car in its field, with widest tread

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HYDRAULIC BRAKES
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EXTRA-ECONOMICAL TO OWN—
OPERATE—MAINTAIN
traditionally bringing you more value

POWERglide AUTOMATIC TRANSMISSION*

Here, for the first time in low-cost motoring, is a truly automatic drive. Chevrolet's exclusive Powerglide Automatic Transmission teamed with a new 105-h.p. Valve-in-Head Engine, that is the most powerful in its field, brings you an entirely new kind of smooth-flowing movement at all speeds, without clutch pedal, "clutch pushing" or gearshifting. All this with traditional Chevrolet economy in over-all driving!

*Combination of Powerglide Transmission and 105-h.p. engine optional on DeLuxe models at extra cost.

Now—NEW LOWER PRICES Make Chevrolet More Than Ever America's Greatest Motor Car Value!

You want maximum value in everything you buy... and the outstanding value among motor cars is the 1950 Chevrolet... as more and more people are discovering all the time.

This car and this car alone provides the trim and tailored beauty of Body by Fisher, at lowest cost! This car and this car alone offers a choice of the finest in automatic or standard drives, at lowest cost! This car and this car alone gives all the thrills and trustworthiness of Valve-in-Head Engine performance—including the most powerful engine in its field—at lowest cost!

And so it goes through every phase of motor car value; for only Chevrolet offers so many features of highest-priced automobiles at the lowest prices!

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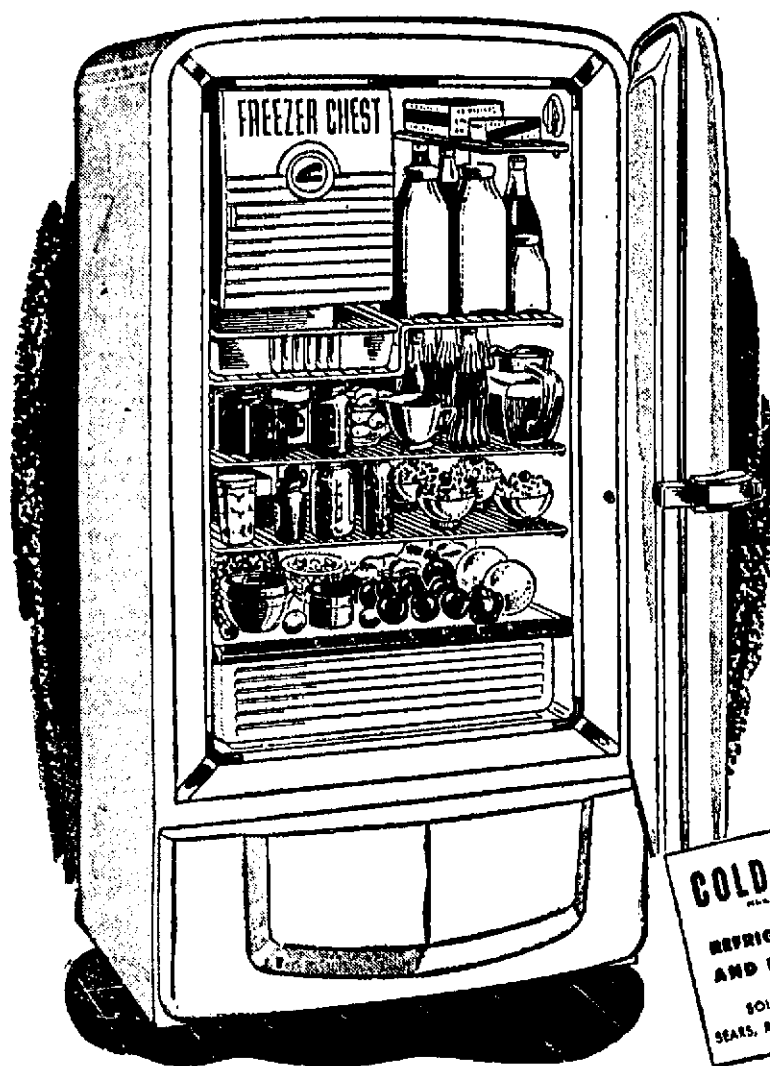
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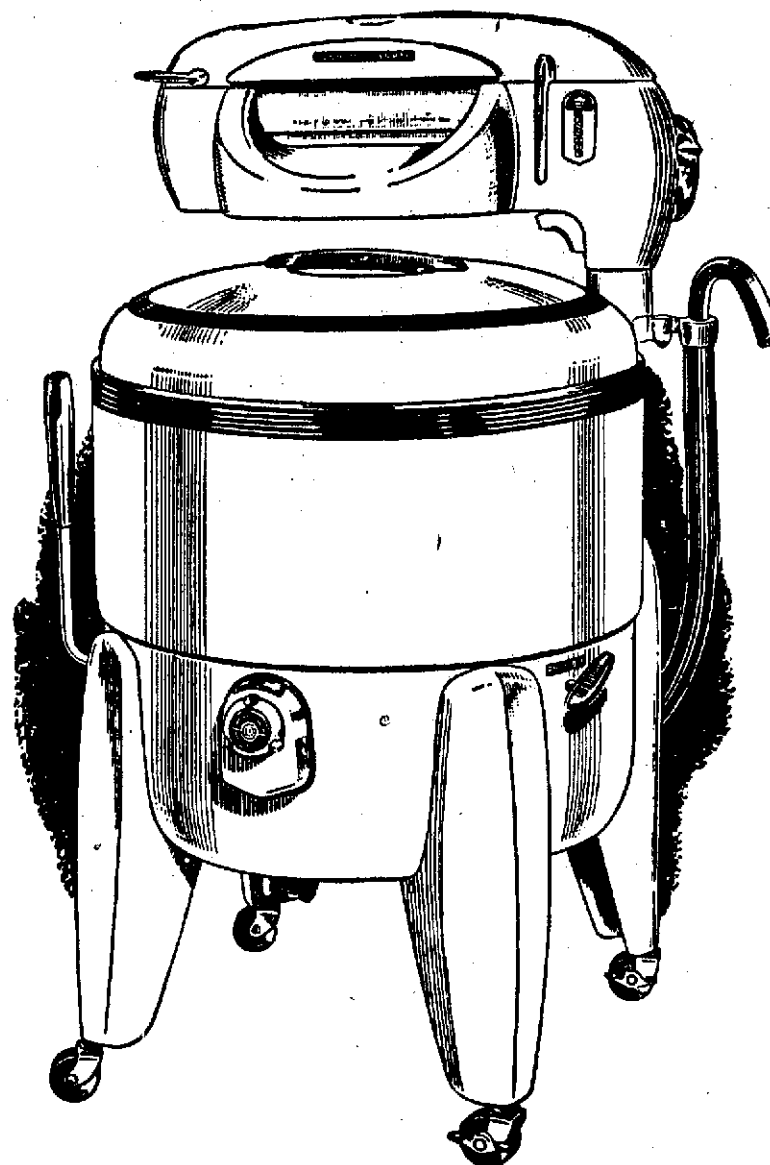
Sears Easy Terms
Usual Carrying Charge

Special purchase from our factory brings you a model that would regularly sell for 214.95!

Top quality, top features! White Durebond finish, all-steel seamless cabinet. Conveniently designed interior. Value!

- Big 23-pound Freezer Chest
- Fine Porcelain Enamel Interior
- New Free-Cube Ice Trays

COLDSPOT
REFRIGERATORS
AND FREEZERS
SOLD ONLY BY
SEARS, ROEBUCK AND CO.



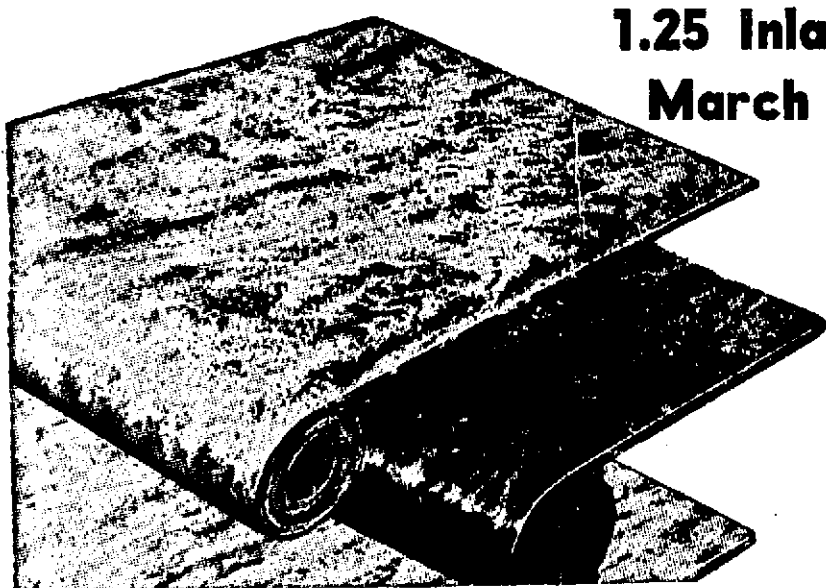
Reg. 134.95
Kenmore
Semi-Automatic
WASHER

119⁸⁸

\$5 Down, Sears Easy Terms
Usual Carrying Charge

- Save! Special Factory Price Concession
- Limited Quantity at This Low Price!

An exciting super-special value for our big March Value Demonstration! Superb features include giant oversize double-wall tub, washes up to 9 pounds of clothes in one loading; six-vane, strong-as-steel agitator—gives you Kenmore's famed water-washing, gentle action; automatic timer rings bell and shuts machine off when wash is done! All these and many other features, too! Don't delay! Save at Sears!



1.25 Inlaid Linoleum
March Sale Value!

1.18
Square Yard

Demonstrating greater value giving in March! Our own 'Harmony House' INLAID linoleum with patented felt back that needs no additional lining. Choose yours from marbled patterns in eight modern colors. All perfect!

Inlaid Linoleum in Rite-Room Rug Sizes:

6x9 feet	7.08	8x12 feet	12.58	12x12 feet	18.88
6x10 feet	7.86	10x12 feet	15.73	12x15 feet	23.60



Regular 6.25 Sq. Yd. 'Fenimore'
Broadloom Carpeting

9, 12 and 15 ft. widths
Square Yard

5.88

Superb quality for this low price! Seamless all-wool broadloom in tone-on-tone or self-color floral patterns, all exclusive with Sears. Your choice of colonial blue, dawn gray, green, beige or heritage wine.

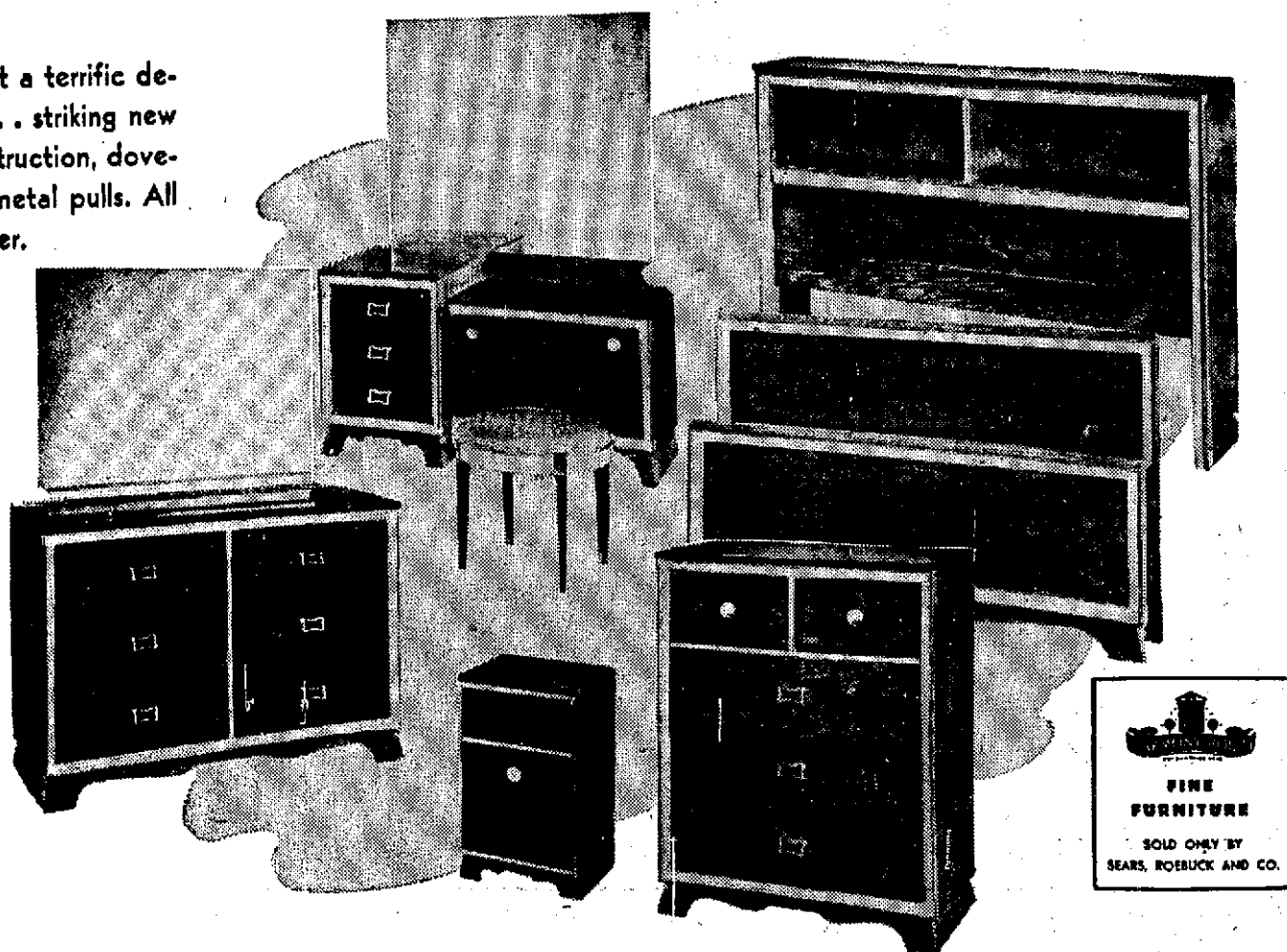
Introducing a New Functional Bedroom Ensemble priced for moderate incomes . . . and available in open stock.

Another Sears exclusive creation—and we predict a terrific demand for it. It's RIGHT from every standpoint . . . striking new 'Satsuma' plum color walnut finish, full frame construction, dovetail drawers with center guides and silverplated metal pulls. All exposed surfaces are hardwood or hardwood veneer.

3-Piece Group—Bed, Chest, Vanity

186⁹⁵
18.70 DOWN,
Sears Easy Terms,
Usual Carrying Charge

Bed, full or twin	37.50	Bookcase Headboard	49.95
Chest, 5 drawers	59.95	Vanity Bench	14.95
Vanity, with mirror	89.50	High Stand	19.95
Double Dresser and Mirror	99.50		



FINE FURNITURE
SOLD ONLY BY
SEARS, ROEBUCK AND CO.



Special! Platform Rocker

29.77

2.98 Down
Sears Easy Terms
Usual Carrying Charge

A limited number, priced for a speedy sell-out! Non-sag spring seat, restful back. Bleached tone or mahogany color hardwood arms, tapestry covers. Value!

Open Monday and Friday 12:30
to 9:15; Other Days, 9:30 to 5:30

"Satisfaction guaranteed or your money back" **SEARS**

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